FINAL SYNOPSIS OF THE PROPOSED THESIS TITLED

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1. INTRODUCTION

“The travel and tourism industry, it’s just a huge part of our Economy” – Karen Hughes

As a rapidly growing service industry with multiple growth potential, tourism has become vital in building nations and developing the international community. Tourism has a significant role in accelerating socio-economic development all over the world. Karnataka is rich with scenic beauty and is located in southern India. Resourceful with various verities, including beaches, temples, churches, wildlife sanctuaries, waterfalls, hill resorts, etc. Karnataka is a must-visit state in India. It has the most beautiful and marvellous coastal landscape. It includes three districts, namely Dakshina Kannada, Udupi, and Uttara Kannada, with 320 km of coast and 1876 villages with an 86.32% literacy rate (CKDC report). Coastal tourism is based on a unique resource combination at the interface of land and sea, offering amenities such as water, beaches, historical heritage, diversified culture, healthy food, and good infrastructure.

Community attachment is an individual’s social participation and integration into community life. It reflects an affective relationship or emotional link between an individual and a specific community. The most important strategy to postulate sustainable tourism development is the involvement of several stakeholders and local communities in the decision-making process (Augustyn, 1998). Wilson et al. (2001) claim that community participation and contribution are critical for successful rural tourism development. Crawley and Gillmor (2008) also consider all the different types of resources, such as community participation in developing integrated rural tourism development.

“We make a living by what we get, but we make a life by what we give.” “Only a life lived for others is a life worthwhile.”

The importance and need for a sense of community and participation in building strong capacity communities for tourism development cannot be ignored (Aref 2010). Community participation can be seen as a process whereby community residents are given a voice and a choice to participate in issues affecting their lives. Whether a community participates or not is determined by a variety of factors. One such factor is a reluctance to join because the community members do not trust each other.

Community participation can thus be enhanced by addressing barriers to participation while taking the necessary steps to promote sustainable participation.

Community participation in tourism development can support and uphold local culture, tradition, knowledge, and skill and create pride in community heritage. The goal of community participation is to improve communication between stakeholders in the interest of facilitating better decision-making and sustainable development. Community participation is also the mechanism for active community involvement in partnership working, decision-making, and representation in community structures. It should be noted that community participation often means involving people or communities with the government. However, this study emphasized the participation of the community as an involvement of local people in tourism development processes.

1.1 World Tourism

International tourism encompasses both inbound and outbound tourism. Inbound tourism refers to the activities of tourists from other countries visiting the country of reference. In contrast, outbound tourism refers to the activities of residents of the country of reference who are traveling beyond their own country. Additionally, non-resident visitors within the country of reference are considered part of inbound tourism. France ranks first with a total of 89.4 million arrivals. This is evidence of its enduring appeal to travellers attracted to the diverse regional cultures, historical landmarks, museums, cuisine, and the enchanting allure of Paris. Global international visitor arrivals exceeded 940 million in 2010. In 2016, the number had increased to 1,235 million, resulting in 1,220 billion USD in expenditure at the destination. The COVID-19 pandemic substantially impacted global tourism, significantly impeding the industry's growth. In 2019, before the pandemic, Travel & Tourism (including its direct, indirect, and induced impacts) accounted for 10.5% of all jobs (334 million) and 10.4% of global GDP (US$ 10.3 trillion). Meanwhile, international visitor spending amounted to US$ 1.91 trillion in 2019.

World Travel & Tourism Council reported that in 2023, the Travel & Tourism sector contributed 9.1% to the global GDP, an increase of 23.2% from 2022 and only 4.1% below 2019. 2023, there were 27 million new jobs, representing a 9.1% increase compared to 2022, which was only 1.4% below the 2019 level. Domestic visitor

spending rose by 18.1% in 2023, surpassing 2019. International visitor spending registered a 33.1% jump in 2023 but remained 14.4% below 2019.

International tourism has recovered by 87% of pre-pandemic levels. UN Tourism predicts that international tourism will recover to pre-pandemic levels in 2024.

1.2 Tourism in India

India is a country between the Indian Ocean and the Himalayas. The land has a total area of 3,287,259 km² (one million mi²) and a total coastline of 7,000 km (4,349.6 mi). This land area is approximately 473% of the area of Texas. In terms of area, India is the second largest country in Asia after China and the 7th in the world, and most of the population resides in rural areas.

India is divided into numerous geographical zones in its vast area. The average elevation is 621 m above sea level. The highest mountain peak (Kangchendzönga) is at 8,586 meters. The country has about 1,200 partially uninhabited islands. India's climate regions vary from temperate in the north to subtropical in the center to tropical monsoon regions in the south. The foothills of the Himalayas characterize the north. At high altitudes, there are snowfalls with alpine conditions in winter. However, the summers are scorching, with temperatures of up to 50°C. The central and southern parts of the country are hit by heavy rains from June to September. The high humidity then makes for unpleasant, sticky weather. Due to the influence of the Indian Ocean, however, temperatures are lower and fluctuate between 25 and 35°C during the day, depending on the season. The rainy season begins around May and lasts until October.

The first conscious and organized efforts to promote tourism in India were made in 1945 when the Government set up a committee under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India (Krishna, A.G., 1993). After that, tourism development was planned in 1956, coinciding with the Second Five-Year Plan. The approach has evolved from isolated planning of single-unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism became a significant instrument for social integration and economic development.

The Government took several significant steps. A National Policy on tourism was announced in 1982. Later, in 1988, the National Committee on Tourism formulated a

comprehensive plan for achieving sustainable growth in tourism. In 1992, a National Action Plan was prepared, and 1996, the National Strategy for the Promotion of Tourism was drafted. In 1997, the *New Tourism Policy* recognized the roles of central and state governments, public sector undertakings, and the private sector in tourism development. The need for the involvement of Panchayati Raj institutions, local bodies, non-governmental organizations, and the local youth in creating tourism facilities has also been recognized.

1.3 Tourism in India at Present

Augmenting tourism infrastructure, easing of visa regime, assurance of quality standards in services of tourism service providers, projection of the country as a 365 days tourist destination, promotion of sustainable tourism, etc., are some of the policy areas that need to be constantly worked upon to increase and facilitate tourism in India. The Ministry of Tourism is the nodal agency that develops and promotes tourism in India and maintains the *"Incredible India"* campaign. The World Economic Forum (WEF) ranked India 54th (down from 46th in 2019) with a score of 4.1 in its Travel and Tourism Development Index 2021, but India still stood as the top performer in South Asia. Moreover, India has been ranked the "best country brand for value-for-money" in the Country Brand Index (CBI) survey conducted by *Future Brand*, a leading global brand consultancy. India also claimed second place in CBI's "Best Country Brand for History," appears among the top 5 in the Best Country Brand for Authenticity and Art & culture, and is the fourth best New Country for Business. India made it to the list of "rising stars" or the countries that are likely to become major tourist destinations in the next five years, led by the United Arab Emirates; for tourism infrastructure creation in the country, the Ministry of Tourism has two significant schemes, launched during 2014-15, viz. Swadesh Darshan - Integrated Development of Theme-Based Tourist Circuits and PRASHAD Pilgrimage Rejuvenation and Spiritual, Heritage Augmentation Drive for development of tourism infrastructure in the country including 1.8 Ministry of Tourism had launched Swadesh Darshan Scheme in the year 2014-15 to promote integrated development of thematic tourist circuits in the country. The Ministry has sanctioned 76 projects under the scheme since its inception under 13 themes for a revised sanctioned cost of Rs. 5524.81 crore and has released Rs. 4417.53 crore. The Ministry of Tourism extends its financial support to Central Agencies like the Archaeological Survey of India (ASI), Port Trusts of India,

India Tourism Development Corporation (ITDC), etc., to develop the potential destinations under their jurisdictions/control. Rs. 62.85 crore has been released to various Central Agencies to create tourism infrastructure related to 2020-21.

The Ministry of Tourism has identified 19 iconic sites in the country for development under the Iconic Tourist Sites Development Project. It proposes to develop these sites in collaboration with various central ministries, state governments, urban local bodies, local communities, industry players, and the private sector. The Ministry of Tourism has taken up the initiative of identification, diversification, development, and promotion of niche tourism products of the country like Cruise, Adventure, Medical, Wellness, Golf, Polo, Meetings Incentives, Conferences & Exhibitions (MICE), Eco-tourism, and Film Tourism, Sustainable Tourism, etc. to overcome 'seasonality' challenge in tourism and to promote India as a 365 days destination. In 2020, the Indian tourism sector accounted for 39 million jobs, which was 8% of the total employment in the country. According to WTTC, India ranked 10th among 185 countries regarding travel & tourism's total contribution to GDP in 2019.

1.4 Tourist Attractions in India

India is known for its lavish treatment of all visitors, no matter where they come from. Its visitor-friendly traditions, varied lifestyles, cultural heritage, and colorful fairs and festivals hold abiding tourist attractions. The other attractions include beautiful beaches, forests, wildlife, and landscapes for eco-tourism; snow, river, and mountain peaks for adventure tourism; technological parks and science museums for science tourism; pilgrimage centers for spiritual tourism; and heritage trains and hotels for heritage tourism. Yoga, ayurveda, natural health resorts, and hill stations attract tourists.

Indian handicrafts, particularly jewelry, carpets, leather goods, ivory, and brass work, are the main shopping items of foreign tourists. It is estimated through surveys that nearly forty percent of the tourist expenditure on shopping is spent on such items.

Despite the economic slowdown, *medical tourism* in India is the fastest-growing segment of the tourism industry, according to the market research report "Booming Medical Tourism in India." The report adds that India offers great potential in the medical tourism industry. Factors such as low cost, scale, and range of treatments provided in the country add to its attractiveness as a medical tourism destination.

The Incredible India mobile application, launched on the 27th of September 2018, assists international and domestic tourists in accessing information about destinations, attractions, and experiences, which is also featured on the Incredible India website. Along with this information, the mobile app also features map integration, emergency contact listing, and other details. The mobile app provides useful information to tourists about must-visit destinations, popular experiences and events across the country, and State and UT tourism information, among others. The Government of India has announced 500,000 free visas to tourists to ensure a geographical spread of the incentive to important source markets globally; the Ministry has suggested that the free visas be rationally apportioned across the source markets so that inbound tourists can avail the benefit of different nationalities. India is currently ranked 34th out of 140 countries in TTCI (2019). This was a significant improvement from its rank of 65 in 2013.

1.5 Initiatives to Boost Tourism

Some of the recent initiatives taken by the Government are a grant of export house status to the tourism sector and incentives for promoting private investment in the form of Income Tax exemptions, interest subsidies, and reduced import duty. The hotel and tourism-related industry has been declared a high-priority industry for foreign investment, which entails automatic approval of direct investment up to 51 percent of foreign equity, allowing 100 percent non-resident Indian investment, and simplifying rules regarding the grant of authorization to travel agents, tour operators, and tourist transport operators.

The first-ever Indian Tourism Day was celebrated on January 25, 1998. The Year 1999 was celebrated as *Explore India Millennium Year* by presenting a spectacular tableau on the cultural heritage of India at the Republic Day Parade and organizing the India Tourism Expo in New Delhi and Khajuraho. The government joined hands with leading airlines, hoteliers, holiday resorts, and tour operators, offering them various incentives and bonuses.

In October 2021, the government of India announced a plan to resume inbound tourism starting November 15, 2021, which is expected to boost India's tourism sector significantly. In the Union Budget 2022-23, an additional US$ 316.3 million was earmarked for the Ministry of Tourism. As of December 2020, the e-visa facility has been extended to the nationals of 171 Countries under 5 sub-categories, i.e.,

‘e-Tourist visa,’ ‘e-Business visa,’ ‘e-medical visa,’ ‘e-Medical Attendant Visa’ and ‘e-Conference Visa.’ The latest country added is Togo. The e-Visa is valid for entry through 28 designated Airports and 5 designated seaports. The Ministry of Tourism has launched the Loan Guarantee Scheme for COVID Affected Tourism Sector (LGSCATSS) following the announcement made by the Ministry of Finance on 28.06.2021 to provide relief to the distressed tourism sector. This is a collateral-free loan guarantee scheme, under which loans up to Rs. 10.00 lakh will be extended to each Tour Operators/Travel Agents/Tourist Transport Operators approved/recognized by the Ministry of Tourism, up to Rs. 1.00 lakh will be extended to each Regional Tourist Guide/Incredible India Tourist Guide approved/recognized by the Ministry of Tourism and Tourist Guides approved/recognized by the State Govt./UT Administration.

2. STATEMENT OF THE PROBLEM

The coastal districts of Karnataka, India, encompass a rich tapestry of cultural heritage, natural beauty, and biodiversity, making them potential hotspots for sustainable tourism development. Despite this potential, the region faces a dichotomy between tourism growth and community involvement, leading to economic, social, and environmental challenges. The problem centers on understanding the extent, nature, and impact of community involvement and participation in the tourism industry's development within this context.

The coastal region of Karnataka is marked by its unique geography, which includes pristine beaches, historical landmarks, and diverse ecosystems. These features present an opportunity for tourism development that could significantly contribute to local economies. However, tourism development in any region brings myriad challenges, particularly concerning the involvement and participation of local communities. While tourism can offer economic benefits, it can also lead to social displacement, environmental degradation, and cultural commodification if not managed with active community involvement.

Research suggests that community participation in tourism development can lead to more sustainable and equitable outcomes. However, in the coastal districts of Karnataka, the degree to which communities are involved in decision-making processes, benefit distribution, and sustainable tourism practices remains unclear.

This gap in understanding the need for a thorough investigation into the mechanisms of community involvement in the region's tourism industry.

Moreover, community involvement in tourism is multifaceted, encompassing aspects such as decision-making, economic participation, cultural representation, and environmental stewardship. The challenge lies in identifying the barriers to effective community involvement and understanding local communities' perceptions, attitudes, and expectations towards tourism development. These insights are crucial for formulating strategies to enhance community participation, leading to a more inclusive and sustainable tourism model. This research addresses the following core problems -

Despite the recognized potential for sustainable tourism development in the coastal districts of Karnataka, there is limited empirical evidence on the level of community involvement and participation in the tourism industry. This study seeks to fill this gap by exploring the current state of community involvement in tourism development, identifying the barriers to effective participation, and assessing the impacts of such involvement on both the community and the tourism industry. The research intends to contribute to the broader discourse on sustainable tourism development and offer recommendations for policymakers, industry stakeholders, and communities to foster more inclusive and sustainable tourism practices.

3. LITERATURE REVIEW

Yanju Jia et al. (2023) studied "Rural Tourism Development between Community Involvement and Residents' Life Satisfaction: Tourism Agenda 2030." Through perceived benefits and trust in government, residents' community involvement affects their life satisfaction directly and indirectly. This study examines the moderating effect of place attachment among these variables. Using the mediation effect of perceived impacts and trust in government, this study builds a conceptual framework based on social exchange theory. 362 valid questionnaires were collected and analysed from residents of five rural tourism communities in China. Structural equation modelling, serial mediation, and moderation analysis estimated the causal model and relationships. A resident's sense of place moderates the effects of community involvement on their life satisfaction. The study examines how residents' life satisfaction is affected by community involvement based on perceived tourism

impacts and trust in the government to improve life satisfaction in rural tourism. In addition to detecting place attachment, it also detects moderating factors. For rural tourism managers, these findings can provide valuable insights into improving residents' quality of life.

Dian Yulie Reindrawati (2023), in their study "Challenges of community participation in tourism planning in developing countries," aimed to analyse the challenges faced by the community in participating in sustainable tourism in developing countries. The community's involvement in tourism planning was the focus of a systematic literature review of scholarly articles indexed by Scopus from 2018 to 2022. The International Monetary Fund determines the inclusion criteria, including articles from underdeveloped nations. The results demonstrate that the barriers to community involvement can be divided into three major categories: operational, structural, and cultural. Operating conditions include a lack of information access, effective decision-making processes, platforms for discussion, expertise, and transparency and accountability. Access to planning specialists is limited, community development, funding, and education are lacking, and the policy and governance are inappropriate. The final cultural hurdles are the history of colonialism, community knowledge, mistrust, power imbalances, unequal distribution of costs and benefits, and conflict of interests. Governments and sustainable tourism providers must consistently address these concerns to promote broader community tourist engagement.

Mara Cristina Sosa (2022), in a study titled "Tourism development planning as a community industry," stated that tourism was one of the fastest-growing economic sectors. Its consistent growth over the years has been attributed, among other things, to its connection to developing local economies in underdeveloped areas. However, improving people's living conditions in a balanced and equitable way is one of the most challenging problems in development. This difficulty is passed to the planning stage of tourism development. Planning for tourism development has changed due to various strategies where attention was given to particular development aspects that, over time, proved insufficient to guarantee a balanced and sustainable improvement of the destination, negatively affecting the quality of life of locals and their compliance with the activity. The most recent planning method focuses on getting local factors to choose the type of tourism development they desire in their area. This article

examines the theoretical underpinnings of this idea, which has a solid foundation in English literature but has also received much support from Latin American writers. The key to the tourist destination's sustainability and competitiveness is tourism planning based on interests and community dynamics, which promotes the perception of common advantages.

Rara Ayu Rati Kumala Dewi and Nurlisa Ginting (2022) conducted a study titled "Analysis of Community Participation in Sustainable Tourism Development in Simanindo Sub-District." Simanindo is a region rich in natural resources and scenic beauty, making it a prime place for tourism development. The Samosir Regency government eventually cultivated this tourism potential and used it as a sector capable of bringing in foreign cash for the nation and society. Tourism development can start with planning and progress through management or utilization stages and results evaluation. The roles and contributions of numerous parties, particularly the communities near the tourism area, are essential to all these stages. This demonstrates community involvement's importance in accomplishing current and future tourism development initiatives. This study describes and clarifies the symptoms and patterns that are the study's primary emphasis. The survey was carried out using a qualitative methodology. Key data were gathered as part of the research technique for the first focus. In contrast, data for the second focus were collected through focus group discussions, in-depth interviews, and observations. The findings of this literature study demonstrate that internal and external factors that can impact the growth of the tourism sector and the standard of life in local communities' impact community involvement in tourism progress. This literature study focuses on the form of participation and influencing factors that support and hinder the process of community participation in tourism development.

Ni Ketut Arismayantiab and Ketut Suwena (2022) conducted the study "Local Community Participation in Management of Tourism Villages: A Case Study of Penglipuran Village in Bali." In the study, the authors noted that local community involvement in the rural tourism development process is required to achieve sustainability, improve general community welfare, and influence the sustainability of rural tourism development related to local community participation in decision-making. This study was conducted in Penglipuran, a traditional Bali hamlet with a distinctive culture, traditional building design and architecture, and unique village

social and religious activities. The study's objective was to examine how the local population perceived the growth of tourism and their involvement in tourist management. The Random Sampling method was used in this study to determine the community respondents. Observation, interviews, questionnaires, and documentation studies were used to acquire the data. People's assessments of the growth of tourism in the village and the involvement of local communities in tourist management are excellent and active research findings. Tourism management impacts the sustainability of tourist sites, particularly regarding the environment. The best recommendation is to help the community become more capable of managing tourism development so that they may participate more actively, particularly in decision-making, and become more knowledgeable about tourism.

4. RESEARCH GAP

Community involvement and participation play a crucial role in the sustainable development of the tourism industry, particularly in regions rich in cultural and natural resources like the coastal districts of Karnataka, India. While previous research has highlighted the importance of integrating local communities in tourism planning and development to ensure economic, social, and environmental sustainability, significant gaps still exist in understanding the depth, effectiveness, and impacts of these participatory processes in specific contexts. Despite the theoretical acknowledgement of the importance of community involvement in tourism, there is a lack of empirical research on specific models and mechanisms of involvement that are effective in the coastal districts of Karnataka. Studies often do not differentiate between the types of involvement (consultative, collaborative, or community-led) and their outcomes on the tourism industry's sustainability.

While it is presumed that community involvement in tourism leads to improved local livelihoods, detailed studies quantifying these benefits, especially in the coastal districts of Karnataka, are sparse. Research seldom disaggregates the economic impacts on various community segments, such as women, youth, and marginalized groups. There is an underexplored area regarding how tourism development, influenced by community involvement, impacts the preservation or transformation of local culture and traditions in Karnataka's coastal regions. The balance between leveraging cultural heritage for tourism and ensuring its preservation remains a critical gap. Although sustainable environmental practices are a key component of

community involvement in tourism, detailed case studies examining the environmental outcomes of such participatory approaches in the coastal districts are limited. There is a need for research that links specific community-led environmental initiatives with measurable impacts on tourism sustainability.

The processes and effectiveness of capacity building and empowerment through community involvement in tourism development warrant further investigation. Studies often overlook the long-term impacts of empowerment and whether it leads to sustained community participation and leadership in tourism development. The role of policy and institutional frameworks in facilitating or hindering community involvement in tourism in Karnataka's coastal districts is another area where research is lacking. Understanding the policy environment and its adaptability to encourage community participation is crucial for formulating supportive regulations.

Overall, the studies are rarely found assessing the perception of 4 groups i.e. Local households, Tourists, Tour operators and Tourism authorities simultaneously using integration of all the perspective to understand the community and local residents' participation in tourism development. This study will enable the policy makers to understand the relevance of community participation in developing tourism sectors to support the tourism sector in the country.

5. RESEARCH QUESTIONS

1. How effective is community involvement and participation in tourism development?
2. What do beach households, tourists and tourism authorities perceive about community involvement and participation on tourism development?
3. What do tour operators perceive about tourist service quality, local community engagement and empowerment and strategic tourism development?
4. What are the Problems faced by the Beach Households in tourism development?
5. What are the problems faced by tourists hindering the formulation of effective strategies?
6. What are the multi-dimensional impacts of community participation and involvement on tourism development?

6. RESEARCH OBJECTIVES

1. To understand the tourism industry and to know the role of stakeholders in developing tourism.
2. To assess the perception of Beach households, Tourists and Tourism authorities on community involvement and participation in tourism development.
3. To investigate tour operators' perception on tourist service quality, local community engagement and empowerment for strategic tourism development.
4. To identify the Problems faced by the Beach Households and the tourists in the development of tourism and in hindering the formulation of effective strategies.
5. To evaluate the level of satisfaction of tourist in the formulation of effective tourism development strategies.
6. To analyse the multi-dimensional impact of community participation and involvement on tourism development.

7. RESEARCH HYPOTHESES

H1: Local households' involvement, participation, decision and contribution towards tourism development significantly vary according to their demographic attributes.

H2: Community participation and involvement significantly impacts their decision on tourism development.

H3: Community decision on tourism development significantly contributes to tourism development.

H4: Local residents positively view their involvement and on the General Impact of Tourism Development.

H5: Tourists' Satisfaction, Opinion on Community Involvement and effective tourism strategies significantly vary according to their employment status.

H6: Tourists positively opine on Community Involvement in the Development of Tourism.

H7: Tourist Opinion on Community Involvement significantly determines Tourist Satisfaction.

H8: Problems faced by the Tourists significantly hinders the impact of Tourist Opinion on Community Involvement on enhancing Effective Tourism Strategies.

H9: Tour operators' perception on tourist service quality, local community engagement and empowerment and strategic tourism development significantly vary according to their demographic attributes.

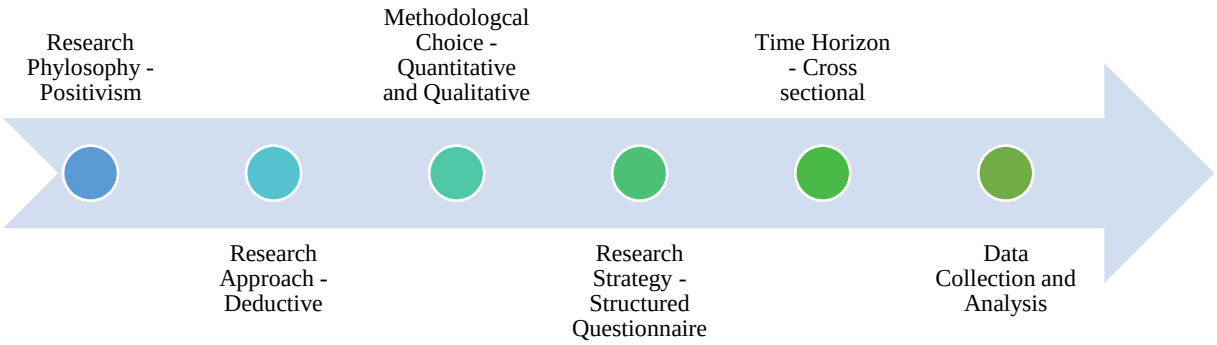
H10: Strategic tourism development and tourist service quality significantly influences Local Community Engagement and Empowerment.

8. RESEARCH METHODOLOGY

8.1 Research Design

The present study is empirical. The study analyses community involvement and participation in developing the tourism industry in the coastal districts of Karnataka. To achieve these objectives, the study incorporates several concepts, hypotheses, and speculative relationships that have been carefully studied. The methodology of this study focuses on the numerous methodological factors that were used to perform this research. Figure 1 depicts the research approach of the study.

Figure 4: Research Methodology


Research Phylosophy - Positivism
Research Approach - Deductive
Methodologcal Choice - Quantitative and Qualitative
Research Strategy - Structured Questionnaire
Time Horizon - Cross sectional
Data Collection and Analysis

-Compiled by the researchers and adapted from Tsung, E.W.K. (2016) [107]

8.2 Research Philosophy:

A research philosophy is a set of basic principles that guide the design and execution of a research endeavour, and different research philosophies offer diverse views on scientific research (Tamminen, K. A., & Poucher, Z. A. (2020) [108]. This study

supports positivism. The idea that knowledge may be obtained through objective observations and measurements supports positivism. To put it another way, positivist philosophy asserts that answers may be discovered by carefully measuring and assessing data, particularly numerical data. Based on the current literature, this investigation has identified a hypothesis and plans to test it quantitatively.

8.3 Research Approach:

This is empirical research. The study is quantitative in nature. There are various previous studies on work engagement; nevertheless, a quantitative investigation will allow us to collect credible information on the suggested link as depicted in the conceptual map. A quantitative investigation will help to reveal the exact nature of the association.

8.4 Methods and Research Strategy:

Data collection methods are important, because how the information collected is used and what explanations it can generate are determined by the methodology and analytical approach applied by the researcher. As this study was based on assessing **Beach Households', Local Tourism Authorities, Tourists and Tour operators / tourist guide/ Restaurant and lodges/other tourism related organization's** view on tourism development, the survey method of data collection was used.

Primary Survey: Here structured questionnaire was prepared and Data was collected from the 300 respondents from the local tour operators, tourist guides, restaurants, lodges and travel agencies, 410 respondents from beach households, and 630 respondents from tourists. The questionnaire was framed based on a literature review and elements of community involvement and their participation in developing the tourism industry. Around 27 respondents were recorded by interviewing officials from the tourism department of Districts of Coastal Karnataka. The structured questionnaire included the demographic and tourism profile such as age, gender, marital status, and educational qualification, etc. Further the primary information collected from the above-mentioned respondents include **Community Involvement, Tourist Satisfaction, Problems faced by the Tourists, Effective Tourism Strategies through Community Involvement, Decisions on Tourism Development, Tourism Development, Tourist Service Quality, Local Community Engagement and Empowerment and other set of questions**.

Secondary Survey: Secondary data was collected for the current study to identify the research gap, ideas, hypotheses, and challenges. To determine the population, the researcher relied on census data, sample size, and numerous institutional reports from government agencies. Furthermore, there are reports from

- Ministry of Tourism
- India Tourism Development Corporation (ITDC)
- Incredible India
- Tourism Finance Corporation of India (TFCI)
- Indian Institute of Tourism and Travel Management (IITTM)
- National Council for Hotel Management and Catering Technology (NCHMCT)
- Archaeological Survey of India (ASI)
- India Convention Promotion Bureau (ICPB)
- State Tourism Development Corporations (STDCs)
- Eco-Tourism Development Boards (State Level)
- Indian Association of Tour Operators (IATO)
- Federation of Associations in Indian Tourism and Hospitality (FAITH)
- National Tourism Advisory Council (NTAC)
- Bureau of Immigration (BOI)

Furthermore, a great deal of information regarding microinsurance may be discovered online via searches, logs, blogs, websites, and libraries. Furthermore, the researcher mentioned hundreds of related books, magazines, newspapers, PhD theses, and journals. Information collected from various articles, journals, websites, and reports published by the Government of Karnataka and the Department of Tourism, Karnataka, helped identify research gaps, questionnaires, data analysis, and drawing inferences from the findings.

8.5 Construction, Validation and Components of The Questionnaire:

Every survey is built around a questionnaire, and the questionnaire's design influences how well the survey performs. In light of the aforementioned, the researcher used a range of scales, constructs, and question types, which are detailed in detail. The questionnaire developed for the current investigation contained the following components:

Questionnaire 1: Beach Households

Part A: Demographic Information

Part B: Involvement in Tourism Development

Part C: Community Participation in Tourism Development

Part D: Decisions on Tourism Development

Part E: Impact of Tourism Development

Part F: Limitations to Community Participation in Tourism

Questionnaire 2: Tourists

Part A: Respondent's Profile

Part B: Problems faced by the Tourists

Part C: Tourist Satisfaction

Part D: Tourist Opinion on Community Involvement in the Development of Tourism

Part E: Implementation of Effective Tourism Strategies through Community Involvement in the Development of Tourism

- Physical Actions
- *Social Actions*
- *Ecological Actions*

Questionnaire 3: Tour operators / tourist guide/ Restaurant and lodges/other tourism related organization

Tourist Service Quality

Local Community Engagement and Empowerment

Strategic Tourism Development

Questionnaire 4: Tourism Authorities

Part A: Demographic information

Part B: Role of Tourism Authorities in Relation to tourism development

8.6 Construction of Research Questions/ Tools

When developing a questionnaire, things to consider include the language and sequencing of the questions, the selection and wording of the response categories, the style and form of administration, and the introduction and rationale of the survey. Even while creating a questionnaire is still mostly an art, more data is becoming available to help in these decisions (Martin, 2006). As a result of reviewing many articles regarding the tourism industry, numerous possibilities for designing a research tool were revealed. Items under each construct were selected from a range of articles, as shown below.;

Table 1: Sources of Constructs

Constructs of the study		No. of items	Sources
Questionnaire 1: Beach Households	Involvement in Tourism Development	10	Ndivo, R. M., & Cantoni, L. (2016)
	Community Participation in Tourism Development	6	Amin, G., Rahmiati, F., Ismail, Y., Simatupang, T., & Larso, D. (2021, January)
	Decisions on Tourism	5	Richins, H. (2000)

	Development		
	Tourism Development	41	Yoon, Y., Gursoy, D., & Chen, J. S. (2001)
	Socio-Cultural factors	8	
	Economic Factors	6	
	Environmental factors	16	
	Educational factors	4	
Questionnaire 2: Tourists	Tourist Opinion on Community Involvement	16	Simpson, K. (2001)
	Problems faced by the Tourists	13	Ekiz, E., Au, N., & Hsu, C. (2012)
	Tourist Satisfaction	15	Correia, A., Kozak, M., & Ferradeira, J. (2013) ; Alegre, J., & Garau, J. (2010)
	Effective Tourism Strategies	18	Qiu Zhang, H., Fan, D. X., Tse, T. S., & King, B. (2017) ; Fotiadis, A. K., Vassiliadis, C. A., & Piper, L. A. (2014) ; Fuchs, M. (2004)
	Physical Actions	7	
	Social Actions	5	
	Ecological Actions	6	
Questionnaire 3: Tour operators / tourist guide/	Strategic Tourism Development	7	Nowacki, M., Kowalczyk-Anioł, J., Królikowska, K., Pstrocka-Rak, M., & Awedyk, M. (2018)

Restaurant and lodges/other tourism related organization	Tourist Service Quality	5	Narayan, B., Rajendran, C., & Sai, L. P. (2008) ; Bhat, M. A. (2012)
	Local Community Engagement and Empowerment	7	Russell, K., Rosenbaum, S., Varela, S., Stanton, R., & Barnett, F. (2023)

The above constructs are built up on the previous literature which is further mentioned under each head. These questions were first checked for its validity using content validity:

- ✓ To establish content validity for the study on perceptions of tourist development, each item in the questionnaire was evaluated for clarity, relevance, and utility, with a focus on the study's aims.
- ✓ First, research academics specializing in tourist development were given access to the questionnaire to provide feedback on its design and suitability for the subject.
- ✓ The redesigned questionnaire was subsequently given to five subject matter experts from tourism, education, psychology, commerce, management, and statistics. These specialists assessed the instrument and suggested various adjustments, which were then integrated into the final version.
- ✓ Following these adjustments, the researcher circulated the modified questionnaire to the leaders of tourism-related institutions throughout the area. They were asked for input on whether the questionnaire's general aims and particular goals were consistent with the study's intent.
- ✓ Additionally, the experts assessed the conceptual framework and the questionnaire's suitability for the intended audience. The experts were informed about the goal of the research, the target audience, and the assessment standards. Based on their comments, the questionnaire was modified further, with items added, eliminated, or altered to guarantee accuracy and completeness.

  The instruments content validity was established by rigorous assessments and recommendations from tourism and associated industry specialists.

Pilot study: Pilot study was done to discover any inadequacies in the measuring instrument by distributing a questionnaire to 30 Mangalore-based tourism experts and educators. The pilot research helps establish the instrument's validity. After establishing reliability, construct validity was assessed after the data collection. Each construct connected to tourist development perceptions was subjected to a reliability assessment, as described in the section below.

Reliability and Validity Test:

Table 2: Reliability and Validity Results

Construct	No. of Item s	Reliability		Validity			
		Composite Reliability	Cronbach Alpha	AVE	MSV	Convergent	Discriminant
Questionnaire 1: Local Residents/Beach Households							
Involvement in Tourism Development	10	0.874	0.859	0.812	0.808	**AVE>0.5**	**MSV<AVE**
Community Participation in Tourism Development	6	0.735	0.734	0.809	0.739	**AVE>0.5**	**MSV<AVE**
Decisions on Tourism Development	5	0.856	0.813	0.763	0.731	**AVE>0.5**	**MSV<AVE**
Tourism Development	41	0.797	0.773	0.686	0.617	**AVE>0.5**	**MSV<AVE**
Socio-Cultural factors	8						
Economic Factors	6						
Environmental factors	16						
Educational factors	4						
General Impact	7						

Limitations to Community Participation in Tourism	7	0.900	0.810	0.943	0.860	**AVE>0.5**	**MSV<AVE**
Questionnaire 2: Tourists							
Tourist Opinion on Community Involvement	16	0.820	0.811	0.784	0.721	**AVE>0.5**	**MSV<AVE**
Problems faced by the Tourists	13	0.830	0.800	0.799	0.746	**AVE>0.5**	**MSV<AVE**
Tourist Satisfaction	15	0.822	0.802	0.795	0.759	**AVE>0.5**	**MSV<AVE**
Effective Tourism Strategies	18	0.843	0.802	0.794	0.732	**AVE>0.5**	**MSV<AVE**
Physical Actions	7						
Social Actions	5						
Ecological Actions	6						
Questionnaire 3: Tour operators / tourist guide/ Restaurant and lodges/other tourism related organization							
Strategic Tourism Development	7	0.841	0.801	0.795	0.735	**AVE>0.5**	**MSV<AVE**
Tourist Service Quality	5	0.796	0.773	0.753	0.696	**AVE>0.5**	**MSV<AVE**
Local Community Engagement and Empowerment	7	0.804	0.796	0.810	0.773	**AVE>0.5**	**MSV<AVE**

Verifying the validity and reliability of the chosen constructs serves as the foundation for additional organized analysis in order to evaluate the link between them. The

above test has been used as a reliability test to assess the internal consistency of the data, and the study is regarded as reliableif the alpha value is greater than 0.70. All the constructs' Cronbach alpha's values are higher than 0.70. According to (Chong, 2017; Hair Jr. et al., 2017), a noteworthy reliability test result is one where the Chronbach's alpha value is greater than 0.7. According to the findings, all of the aforementioned constructs and indicators meet the basic standards because their alpha values are more than 0.7.

By looking at the factor loadings and average variance extracted (AVE) of the constructs, convergent validity was evaluated. According to the above table, all the constructs had AVEs for each construct that were greater than or equal to 0.50, further supporting the convergent validity of the constructs. According to Hair et al. (2010), the Maximum Shares Variance and Average Variance Extracted can be compared to evaluate the discriminant validity. Moreover, all the constructs showed lower Maximum Shared Variance of each construct compared to its AVE, which supports the discriminant validity of the constructs. Consequently, the measuring model showed strong construct validity and favorable psychometric features.

8.7 Sample Design: Population and Sampling Method

Population: The beach households, tourists, tourism departments, and local tour and travel agencies functional in coastal districts of Karnataka are considered for the study. The geographical area chosen for the study is the coastal districts of Karnataka, which covers Udupi, Dakshina Kannada, and Uttara Kannada. As the data collected from tourism department was through interview, the number of respondents were restricted based on the saturation of the data which came up to 27 local tourism authorities.

Sample Size: The sample calculation for the other population such as household residents and tourists is a minimum of 398 and 400 respondents respectively at a 95% significance level.

The sample size of beach households was calculated using the following:

$$n = \frac{N}{1 + N.e2}$$ Yamane's Equation

Where,

n is the sample size,

N is the total population

E is the margin of error (5%).

$$n = \frac{64{,}465}{1 + 64{,}645.\,(0.05)2}$$

$$n = 398$$

Sample size is 398 and I have taken 410 beach households as samples.

Population and Sample size

Population	Proportion	Sample size
Panambur - 28,082	28,082/ 64,465 = 0.4356	410 X 0.4356 = 179
Malpe -27,727	27,727/64,465 =0.4301	410 X 0.4301 = 176
Murudeshwara -8,656	8656/64,465 = 0.1343	410 X 0.1343 = 55
Total - 64,465		410

Result: The proportionate distribution of the 410-sample size as follows –

Panambur Beach – 179

Malpe Beach – 176

Murudeshwara Beach - 55

The sample size of tourist was calculated using the following:

$$\frac{36{,}20{,}000}{1 + 36{,}20{,}000.\,(0.05)2}$$

Calculation of denominator-

1 + 36,20,000. (0.05)2 = 1 + 36,20,000. 0.0025= 1 + 9,050 = 9051

N= 36,20,000/ 9051 =400

Sample size is 400, I have taken 630 tourists as samples in my study

Population and Sample size

Population	Proportion	Sample size
Panambur - 13,50,000	13,50,000/36,20,000= 0.3729	630 X 0.3729 = 235
Malpe -11,45,000	11,45,000/36,20,000 =0.3163	630 X 0.3163 = 199
Murudeshwara -11,25,000	11,25,000/36,20,000= 0.3102	630 X 0.3102= 196
Total -36,20,000		630

The sample size is important because it affects the statistical power. At the same time, statistical power influences the significance of the statistical test. Browner and Newman (1978) argued that the test's sensitivity depends on the statistical power. Many types of research provide evidence that an adequate sample size gives a statistical test enough power. Moher et al. (1994) and Freiman et al. (1978) argued that many published clinical research studies have low statistical power due to inadequate sample size. Singh and Masuku (2014) argued that sample size depends on five parameters: the effect of size, variability statistical power, significance criteria, and type of statistical test.

Table 3: Sample Details

Groups	Number of respondents
Local residents/beach households	410
Tour operators	300
Tourists	630
Tourism department	27

As a whole, A total of 1,367 respondents were gathered across different respondent categories, including 410 from households, 300 from tour operators, 630 from tourists, and 27 from the tourism department. This approach ensures that the findings are robust and representative, providing a solid basis for drawing meaningful insights into community involvement in coastal tourism development. The mixed methodology technique has been used.

Sampling Technique: Simple random sampling is adopted to provide an equal and independent chance for all the study respondents and reduce sampling biases. Simple random sampling is a basic sampling technique in research that involves selecting a group of subjects, or sample, from a larger group or population by chance. In simple random sampling, each member of the population has an equal chance of being selected, and the sample is intended to be an unbiased representation of the group.

Survey Instrument: The questionnaire was framed after thoroughly examining the literature review and elements of community involvement and their participation in developing the tourism industry. The questionnaire was administered to the respondents in person in the selected coastal districts. Only one category of respondents were interviewed for the study.

8.8 Measurement and Scoring Technique:

The respondents' responses were scaled using a 5-point Likert scale. The scale moves from Strongly Disagree – 1, Disagree – 2, Neutral – 3, Agree – 4 and Strongly Agree – 5.

8.9 Assumptions to Implement the Statistical Tools

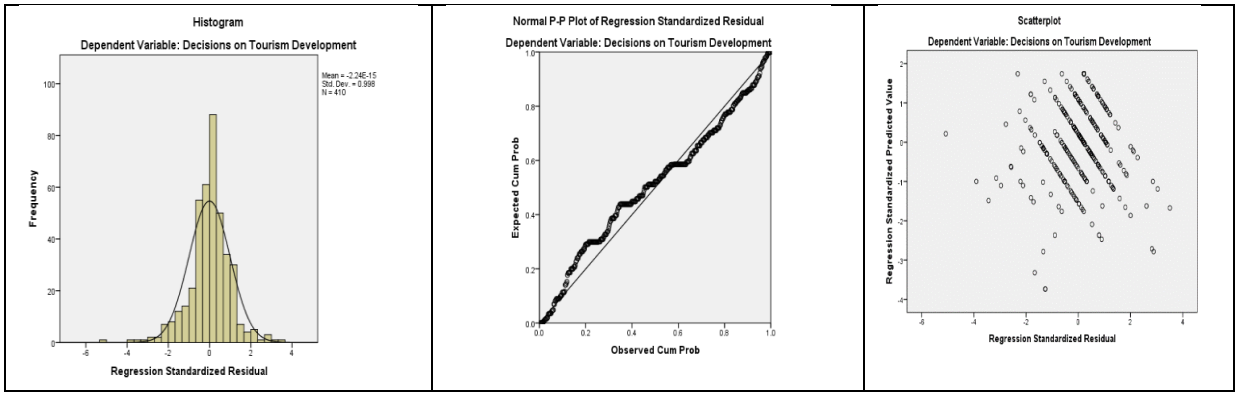
Every statistical process is built on assumptions, some more severe than others. In other cases, evaluating these assumptions has no bearing on the study's key findings. Before doing a parametric or non-parametric test, make sure the data follows a normal distribution. This study's data was validated using the assumptions of normality, scatter plot simplicity, linearity, and multicollinearity. All of these things are necessary for structural equation modeling (SEM). The regression analysis's fundamental premise has been confirmed using linear and multicollinearity.

Normality: Many statistical approaches presume that data has a normal distribution. To deal with non-normally distributed data, numerous transformations can be done. Several tests can determine normalcy, including the following:

- A histogram test evaluates normalcy by showing observed values against frequency distributions. A bell-shaped curve suggests that the data adhere to the assumption of normalcy. In the current investigation, all dependent variables had bell-shaped histograms, as seen in the picture below.

- Linearity: A P-P (probability-probability) plot can be used to determine data linearity and ensure that regression analysis assumptions are satisfied. Regression analysis measures the linear connection between dependent and independent variables. The dependent variables in this investigation proved linearity, as seen in the accompanying figure.
- Basic Scatter Plot: A scatter plot is a graph that shows the association between two variables. If this assumption fits the criteria, regression analysis can be utilized. The normalcy assumption is satisfied by the link between the variables in the figure below.

Figure 5 Normality check of Decision on Tourism Development



The use of parametric testing is encouraged since normality tests using the histogram, linearity, and basic scatter plot have demonstrated that the data has a normal distribution.

8.10 Statistical Method and the Process:

Data analysis uses statistical tools and techniques to collect data from respondents. The data collected from primary sources were analyzed using the SPSS package to draw meaningful conclusions.

Data analysis techniques are very vital to test the objectives and formulated hypothesis three divisions are considered while analysing the data i.e., reliability test, descriptive statistics and inferential statistics which is displayed in the below table

Table 4: Data analysis

Reliability and Validity Test	Descriptive Statistics	Inferential statistics	
		Non-Parametric test	Parametric test
➢ Cronbach's α ➢ Construct Validity	➢ Mean ➢ Frequency ➢ Percentage	-	➢ Independent sample t-test ➢ One-way ANOVA ➢ Simple linear regression ➢ Multiple regression ➢ Structural Equation modelling (SEM)

Descriptive Statistics:

- The number of respondents and the distribution of each construct's items are framed in the assertive statements, and the options are quantified on a 5-point Likert scale.
- The percentage of selected constructs is calculated in the study, which shows the number or ratio of agreement or non-agreement of the statements expressed as a fraction of 100.
- Mean is one of the statistical measures used in statistical analysis, which is the sum of the sample divided by its number. The calculated mean indicates the statements' perception of agreement or non-agreement in the study.
- Standard Deviation is one of the most important statistical measures used to measure the difference in the study's data group, which measures the variation from the mean.

The inferential statistics used for the study are:

- A one-sample test was used to test the hypothesis, which compared the mean of the sample data to a known value.
- One-way ANOVA was used to test the statistically significant differences between means of independent groups.

- Correlation was used to quantify the degree to which the selected variables fluctuated. Correlation indicates a potential relationship or association between the selected variables.
- Linear Regression was used to model and analyze the relationship between selected dependent variables and one or more independent variables, indicating that the change in the dependent variable is proportional to the change in the independent variables.
- Factor Analysis was used to identify underlying variables, or factors, that explained the pattern of correlations within a set of observed variables. It reduced the observed variables into smaller factors representing the data's structure, simplifying the complexity of datasets by identifying dimensions of underlying variation.
- Structural Equation Modeling (SEM) model, a comprehensive statistical approach, was used to analyze the structural relationships between measured variables and latent constructs.

Microsoft Excel 2019 was used to draw the charts, The IBM SPSS 26 application is used to do descriptive and inferential analysis, including chi-square, t-test, ANOVA, regression analysis, descriptive statistics, and normality checks. To further examine the conceptual model, SPSS AMOS 26 was employed.

8.11 Ethical Considerations

A researcher's efforts to prioritise research ethics are crucial in determining the systematic and ethical approach to conducting a study. Because this research was both theoretical and empirical, it required a strong emphasis on ethical standards. In this sense, researchers and authors' contributions to the study process by providing secondary source data were acknowledged. This has helped to reduce the risk of infringing on authors' patents and copyrights. In contrast, the confidentiality of the participants' personal data was scrupulously maintained in order to carry out a systematic investigation.

9. SCOPE OF THE STUDY

The study is geographically confined to the coastal districts of Karnataka, a region known for its unique blend of natural beauty, cultural heritage, and biodiversity. This area is an ideal case study due to its potential for tourism development and the variety of communities it hosts, including fishing villages, urban centers, and indigenous groups. Focusing on this region allows for an in-depth understanding of local challenges and opportunities, providing insights that can be applied to similar contexts. The study examines community involvement in the tourism industry. This includes identifying the forms and levels of participation, from decision-making processes and economic benefits to cultural representation and environmental conservation efforts. The study aims to understand the mechanisms facilitating or hindering community participation, exploring formal and informal engagement channels.

Recognizing that many stakeholders influence tourism development, this study would map out the roles and interests of various actors, including local government bodies, tourism operators, non-governmental organizations (NGOs), and the communities themselves. Understanding the interplay between these stakeholders is crucial for identifying leverage points for enhancing community participation and ensuring that tourism development is inclusive and sustainable. A significant portion of the study was devoted to assessing the impacts of community involvement on the development of the tourism industry and vice versa. This includes evaluating the economic benefits for local communities, the social changes induced by tourism development, and the environmental consequences of increased tourism activities. The study seeks to provide a holistic view of how tourism development outcomes influence community participation.

With sustainability as a guiding principle, the study investigated how community involvement contributes to sustainable tourism practices. This includes examining efforts to preserve cultural heritage, protect natural resources, and distribute tourism benefits equitably among local populations. The research identified best practices and proposed recommendations for integrating sustainability into tourism development plans. The scope of the study encompasses a mixed-methods approach, combining qualitative and quantitative research methods to gather comprehensive data. Field surveys, interviews with community members and stakeholders, and secondary data

analysis were utilized to construct a detailed picture of community involvement in tourism development.

10. SIGNIFICANCE OF THE STUDY

Despite the recognized potential of community involvement in enhancing the sustainability of tourism development, there remains a significant gap in empirical research within the context of Karnataka's coastal districts. These regions boast a rich cultural heritage and natural beauty, yet the extent and effectiveness of community participation in tourism development are not well-documented. This study aims to fill this gap by providing comprehensive insights into the mechanisms, challenges, and outcomes of community involvement in these areas. Sustainable tourism development is paramount in ensuring that tourism growth contributes positively to local economies, social structures, and environmental conservation. Community involvement is a cornerstone of sustainable tourism, as it empowers local populations, ensures the equitable distribution of benefits, and fosters environmental stewardship. This research seeks to identify practices and strategies that can enhance community participation, thereby contributing to the broader goals of sustainable tourism.

The findings of this study offered valuable insights for policymakers, tourism developers, and other stakeholders. By understanding the barriers to and facilitators of community involvement, decision-makers can craft more inclusive policies and strategies that support the engagement of local communities in tourism development. This can lead to more equitable, sustainable, and prosperous tourism initiatives that align with the needs and aspirations of local populations. This research aims to empower local communities in Karnataka's coastal districts. By examining the current state of community involvement, this study highlights residents' voices, concerns, and contributions to the tourism development process. Empirical evidence of the benefits of community participation can catalyse greater engagement and advocacy, ensuring that tourism development is more responsive to community needs and aspirations.

Tourism development can play a significant role in cultural preservation and exchange when managed inclusively. This study explored how community involvement in tourism can safeguard local heritage and traditions while promoting intercultural understanding and appreciation. Insights into how communities can actively participate in presenting their culture to tourists can inform practices that respect and

celebrate cultural diversity. The coastal districts of Karnataka are home to diverse ecosystems that are vulnerable to the impacts of unchecked tourism development. Community involvement is critical in promoting sustainable environmental practices and mitigating negative impacts. This research investigated the role of communities in environmental conservation efforts within the context of tourism, offering recommendations for integrating environmental stewardship into tourism development plans. One of the key promises of tourism development is the generation of economic benefits for local communities. However, the distribution of these benefits often remains unequal. This study assessed the economic impacts of community involvement in tourism, exploring how more inclusive approaches can lead to better livelihood opportunities and economic empowerment for residents.

11. LIMITATIONS OF THE STUDY

- Karnataka's coastal areas have their own unique social and cultural environment, which might not entirely reflect the wide range of experiences that can be had in other tourist spots.
- The study's findings reflect the conditions and perspectives during research. Political, economic, and social dynamics changes can alter the landscape of community involvement in tourism development, making it important to consider the findings as a snapshot in time.
- Community members' and stakeholders' perceptions and experiences may not capture the full spectrum of opinions or may be influenced by the researcher's presence and interpretation.
- The deliberate focus on community involvement may overlook other critical factors influencing tourism development, such as macroeconomic trends, policy changes, or global tourism dynamics.

12. CHAPTER LAYOUT

The report is divided into five chapters.

The **first chapter** on Introduction of the thesis "Community Involvement and Participation in Tourism Development- A Study in Coastal Districts of Karnataka." This chapter begins with an introduction of the tourism industry at world level and at the national level in India; it then narrows the research focus down to Karnataka state by drawing attention to tourism in coastal Karnataka before it introduces a more

extensive discussion of the nature of the research problem while providing a rationale for the choice of the topic. The chapter defined the study's need and scope by briefly discussing tourism in Coastal Karnataka. The nature of the Background of the Study, Research Problem Statement, Research Objectives, Research Questions, Significance of the Study, Scope and Limitations, and Organization of the Thesis are presented in this chapter.

The **second chapter** on Review of literature and Conceptual framework, deals with reviews on previous studies conducted in similar subject. This chapter introduced the broader concept of community participation and its adoption in tourism and discussed various factors that influence community participation in tourism. Also, the research gap was elucidated. Through a comprehensive review of the literature, empirical research, and practical examples, this thesis aims to contribute to the existing knowledge on community participation in tourism and provide a foundation for future research and policy development in this important area.

Chapter three on Tourism Industry in India – A Discussion, outlines the tourism profile of Karnataka, where the tourism scenario in India and Karnataka, with special reference to coastal regions, is explained.

Chapter four on Community Involvement and Participation in the Development of Tourism Industry – Data Analysis and Interpretation, presents the analysis of primary data collected from the survey through descriptive and inferential statistics. Appropriate interpretations and results have been presented.

Chapter five is a Summary of Findings, Suggestions and Conclusion, deals with concluding discussion of the findings of the study. The discussion summarizes the key findings, provides implications of the findings, presents a conclusion, and suggests possible ways of improving community Involvement and participation in tourism in Coastal Karnataka.

13. OPERATIONAL CONCEPTS OF THE STUDY

Third World nations have been disproportionately burdened with leading global environmental movements for many years. However, the First World countries' activities have always been linked to the advancement and credit for these movements. By traveling down this road, they have unwittingly been driven to over-exploitation and ruin. The imposition and spread of the Western-centric development

paradigm, which gives the appearance of economic prosperity and rising living standards, is to blame for this biased perspective (Prasad and Mishra, 2021). The Sustainable Development Goals (from now on referred to as SDGs) were created to combat this limited viewpoint and open a dialogical space that would support a well-balanced approach to environmental conservation.

13.1 Community

According to the researcher, 'Community' refers to the local people of the three districts (one tourist spot in each district), tour operators, NGOs, tourism departments, tour professionals, and restaurants.

Community-Based Tourism (CBT)

- Approach to tourism development and management.
- A significant percentage of the local population has substantial control of and involvement in tourism development/management.
- The majority of benefits remain within the local economy.

Community-Benefit Tourism Initiative (CBTI)

These aims and benefits are similar to pro-profit tourism (PPT) but do not necessarily address a poor community. It does not necessarily involve local community members in any rights or decision-making processes.

Pro-Poor Tourism (PPT)

Approach to tourism development and management

It aims to enhance the linkages between tourism businesses and poor people, increase contribution to poverty reduction by the tourism industry, and increase the effective participation of poor people in product development processes.

13.2 Community Participation

Tourism is a dynamic and rapidly growing industry that plays a significant role in the economic development of many countries. Recently, a paradigm has shifted towards a more sustainable and community-oriented approach to tourism development. Community participation has emerged as a key concept in this new approach, emphasizing the involvement of local residents in decision-making processes and the benefits sharing of tourism activities.

Community participation in tourism refers to the active involvement of local communities in various aspects of tourism planning, development, and management. It recognizes the importance of empowering communities to take ownership of tourism initiatives and ensuring they have a voice in shaping the direction of tourism development in their area.

The concept of community participation in tourism is rooted in principles of sustainability, social responsibility, and empowerment. It aims to foster positive relationships between tourists and local residents, promote cultural exchange, and ensure that tourism benefits are distributed equitably among community members.

13.3 Advocacy for Public Participation

While initially, the problem of community-based management of natural resources may be limited to whether national and international institutions permit local groups to participate in the implementation stage, this is not the case. What is overlooked is that governments, local elites, and industries have historically controlled the conversation around community engagement (Brosius J. Peter, 1998). To further complicate matters, we see a partnership between these powerful private parties and international organizations serving as loan banks, conservation organizations, and donor institutions. This successful relationship has made it possible to further marginalized populations' exclusion from both the decision-making and execution processes. These entities have effectively curtailed any potential advantage that these communities would have gained by presenting the guise of community involvement. By examining the historical, legal, environmental, and political context of community-based management, this section aims to dispel these misconceptions. It is important to remember that these contexts differ based on the local circumstances across regions. Additionally, it interacts with the current issues this system is experiencing to promote a "bottom-up approach" consistent with a holistic view of development.

The concept of community-based management is based on the observation that local communities have a keen interest in the sustainable use of resources, are more knowledgeable about the specifics of ecological processes, and could manage the environment more effectively if they used their traditional knowledge. Notably, these communities do not adhere to the anthropocentric school of sustainability but identity with an ecocentric perspective that "promotes and values all life in the environment."

This viewpoint, which connects the environment with people's way of life, is deeply ingrained in the cultural values of these communities. The combined efforts of NGOs and local communities in recent years were crucial in bringing these groups' perspectives to the attention of national and international organizations.

These communities have gained political recognition due to their representation through such projects, allowing them to contest the dominant groups' narratives. These neighborhood organizations want political influence for two reasons: to identify other stakeholders and to have access to the judicial system. These elements interact with one another and do not operate in separate domains. A group's socioeconomic status impacts whether they would find representation in the legal system, which is reflected in the fact that if a prominent stakeholder is involved, it would be influential in protecting their legal rights. Even while it can appear as though interaction with these local, national, and global forces is inevitable, local organizations use different "mapping strategies and techniques" in other parts of the world. We start by examining the first element, which gives the local groups a sense of the motivations of the various factions seeking to control the coastal zone.

Politics and law have greater significance in this situation since they have such a strong mutual influence. This is where the claim mentioned above about political authoritarians is also valid because a group's social and economic status is crucial to comprehend how the Court feels about each party. Local communities advance their goal of being recognized as legal bodies with a mandate to safeguard coastal areas after taking a big political stand. Even while new legislation on a national and international level has emphasized the value of including local populations in the conservation process, we have seen beneficial effects in this area. The rhetoric of community management has frequently been abused to divert resources away from these communities to serve the interests of corporations, military administration, scientific institutions, etc. Therefore, reality is far from the truth. The task has been made possible by creating a formal national and international apparatus and designating them as the principal agents for environmental action.

The fact that these organizations have actively worked to adapt, accept, fund, and implement the notion of community participation, however, means that this link is not as evident as it might first appear. Since the principle has gained international recognition, national compliance is required; failing could impose sanctions on the

State in question. However, a covert alliance of expediency enhances political and economic disparities in this situation. The focus should be on how national governments prioritize budget allocation, programs, and funding and incorporate local knowledge bases into their laws to identify this collusion. International organizations do not take up the responsibility of determining whether these domestic laws uphold the principle and address the issue of resource appropriation. For each, the simple act of enactment is enough to shield them from punishment and prevent the other from imposing it.

13.4 Benefits of Community Participation

Despite the numerous flaws in applying the idea, its benefits outweigh them. The advantages are multiple as they affect environmental, cultural, and political spheres. The inclusion process shouldn't primarily start with the implementation phase when these communities are only given instructions on what to do and how to accomplish it. These so-called rational scientific designs frequently lack the understanding of specialized local knowledge, which can severely affect the environment and rob communities of their means of subsistence (Riordan, 2004). Additionally, obtaining the societies' permission is necessary to successfully implement the programs and reap their long-term advantages. It would ensure fewer disagreements over a plan and more acceptance of the pitched strategy.

State power must be distributed to the local populace to make the state structure more "democratic and less hierarchical" in politics. The fact that citizens are now typically becoming more critical of the governance makes this reallocation necessary. They believe it is better to be integrated into the project than to observe it from the sidelines to protect their interest and satisfy their needs. Since scientific research is carried out by organizations that might not be familiar with the ecological nuances of the coastal region, this democratic action is in line with that study. The result of the collaboration also destroys the negative connotation attached to local expertise. It eliminates the chance that elitist problems could hack the procedure.

The environmental impact assessment process, which has been established by laws worldwide to evaluate a project's environmental impact, is the source of the issue. Public engagement mapped its territory early on by triumphing over secrecy concerns (Johnson and Dagg, 2003). Local communities, however, disagree with the approach approved for public consultation because the people under consideration for this

involvement already hold a monopoly over the majority of the resources in coastal regions. They are not at all worried about the preservation of the area. Furthermore, since the project in question contributes to the objective of national progress and development, the final environmental statement scarcely gives preference to a local public opinion once published. This brings up the worry communities have voiced against "top-down" strategies.

Additionally, the precautionary principle, a well-known legal tenet, embodies the spirit of shared values. Due to the constantly shifting conditions, local communities need to maintain regular communication with other stakeholders to provide a forum to explore potential solutions for preserving the area. However, the highly subjective nature of the precautionary principle may be a potential downside. The lack of a need for scientific evidence allows each side to pursue its interpretation of what should be avoided and what can proceed. As a result, the issue of preventing contestations comes up again. This approach also allows us to reformat and reinterpret the commonly accepted definition of development. The alternative framework should consider the viewpoints of many interested parties in the coastal zone. Instead of concentrating on what would benefit the wealthy and influential parties, attention should be paid to strengthening the local marginalized groups by giving them access to their legitimate resources.

13.5 Community Participation and Tourism Development

Despite being praised as an ideal, there is surprisingly little consensus on community engagement. Understanding the concept of community participation is crucial since it has frequently been abused in projects that purport to include 'community engagement' as a project component. The term "community participation" is best explained by first understanding what "community" and "participation" mean individually. Some academics (Warren, 1983; Willmott & Thomas, 1984; Ife, 1995) have classified communities according to their physical location, while others (Plant, 1974; Willmott, 1989; Ife, 1995) have done so according to social interaction, and yet others (Poplin, 1972; Lee & Newby, 1983) have done so according to shared characteristics. Therefore, it is suggested in this chapter that the concept of participation occurs within these boundaries. Connell (1997) asserts that community participation is "not only about achieving the more equitable and effective distribution of material resources: it is also about the sharing of knowledge and the transformation

of the learning process itself in the service of people's self-development." Community involvement has long been promoted as a crucial component of the growth of a sustainable tourism industry. According to literature (Haywood, 1988; Jamal & Getz, 1995; Murphy, 1985), minimizing the negative consequences of tourism while maximizing its good aspects can raise a community's carrying capacity.

According to Arnstein (1969), the goal of participation is power redistribution because this enables a society to allocate advantages and expenses equitably. The level of residents' involvement in the daily affairs of their communities is called community engagement. Therefore, local populations should be involved in tourism development since their perceptions and attitudes are crucial for decision-makers to accomplish sustainable ecotourism. Community involvement is described by Haywood (1988) as "a process of involving all [stakeholders] (local government officials, local citizens, architects, developers, business people, and planners) in such a way that decision-making is shared" in terms of tourism planning. Li (2002) concludes that including local communities in the decision-making process is just one of many strategies for ensuring effective project implementation, not the end aim.

"Tourism/ecotourism has the greatest pro-poor impact on rural communities," claim Manu and Kuuder (2012), "because the customer comes to the facility/product creating room for direct sell and thereby fostering the creation of the economic multiplier effect." Murphy (1985) emphasized the value of community involvement in tourism growth. He believed that as locals make up a significant portion of the tourism industry, their cooperation and goodwill are essential to its success. The key to effective community participation in the tourism industry is to align local goals and capacities with the sector's potential. However, the effectiveness of implementing community engagement in initiatives, including tourism, has been questioned. According to Taylor (1995), it can best be characterized as romanticism that lacks realism because a participatory approach takes a lot of time. Before embracing public involvement, further obstacles such as lack of education, business experience, inadequate financial aid, and competing interests must be removed (Addison, 1996).

Due to the significant transaction costs associated with both starting and maintaining a programme, community participation is typically unproductive (Getz & Jamal, 1994). Therefore, community involvement cannot be guaranteed based on the right to do so but on the ability to participate (Jamal & Getz, 1999). Consequently, the right and the

means are needed for effective community participation. However, governments and other ecotourism industry stakeholders frequently control the means and do not view locals as equal partners. Regarding community involvement, the locals often don't know where to start (Joppe, 1996). According to Scheyvens (2002), locals frequently lack the expertise, skills, and enthusiasm to launch profitable tourism businesses. Tosun (2000) also noted that, despite the advantages of community involvement, it is hardly observed in underdeveloped nations. Dei (2000) notes in Ghana that some communities near the Kakum National Park in the Central Region are unhappy because they are not included in the park's operations. In research conducted in China, He et al. (2008) discovered that the bulk of economic gains from three important ecotourism industries infrastructure building, hotels and restaurants, and souvenir sales went to players outside the local community.

Researchers who have criticized community participation in tourism (Pizam, 1978; Mathieson & Wall, 1982; Murphy, 1985; Krippendorf, 1987; Lea, 1988; Dogan, 1989; Cater, 1995; Ratz & Puczko, 2002) neither offered alternatives for achieving sustainable tourism development nor taken into account the demand for such programmes (Okazaki, 2008). Researchers (Joppe, 1996; Ashley, 2000; Scheyvens, 2002; Mitchell & Muckosy, 2008; Simpson, 2008) have argued that concerns about developing local engagement in tourism and community strengthening are increasingly crucial (Macleod, 2004). Despite the obstacles to execution, community participation in tourism is still the best action for the reasons mentioned below.

According to the World Tourism Organization, sustainable tourism development calls for the informed participation of all pertinent stakeholders and strong political leadership to promote broad participation and consensus building. To achieve sustainable tourism, one must continuously assess its effects and take the required preventive or corrective actions (UNWTO, 2006). Providing social, environmental, and economic advantages are the "three pillars of sustainability," Adopting best practices in community participation in tourism supports each of them. Participating in tourism enables communities to promote biodiversity conservation, especially in developing nations like Ghana, and links livelihoods with biodiversity preservation while eradicating rural poverty and fulfilling both sustainability goals (Kiss, 2004).

13.6 Tourism Network

The important tourism networks are:

(A) Accommodation–includes Hostels, Hotels, Motels, Flotel, Inns, Resorts & Serviced Apartments

Hostels: Budget-friendly accommodations where guests typically stay in shared rooms with bunk beds. Hostels are popular among backpackers and budget travelers looking for affordable lodging.

Hotels: Offer private rooms with various amenities depending on the hotel's rating, ranging from budget hotels to luxury hotels. Services such as room service, concierge, and housekeeping are commonly available.

Motels: Motorists' hotels designed for travelers on long road trips. Motels are usually located near highways and offer parking spaces close to the rooms for easy accessibility.

Flotel: A floating hotel typically located on a river, lake, or sea. Guests can enjoy the unique experience of staying on the water while having hotel amenities and services.

Inns: Cozy accommodations often found in rural or historic settings. Inns offer a homely atmosphere with personalized service and are known for their charm and character.

Resorts: Luxury accommodations with extensive facilities such as pools, spas, restaurants, and recreational activities. Resorts are designed to provide a comprehensive vacation experience for guests.

Serviced Apartments: Fully furnished apartments with hotel-like amenities such as housekeeping, concierge, and room service. Serviced apartments offer more space and privacy, making them suitable for extended stays.

Each accommodation type offers a unique experience catered to different preferences and budget ranges.

(B) Restaurants and Bars - Coffee houses, nightclubs, Pubs and Public Houses, Restaurants & bars.

Coffee Houses: Coffee houses, also known as cafes, serve a variety of coffee beverages, light meals, and pastries. They provide a cozy ambiance for customers to relax, socialize, or work while enjoying their favorite coffee drinks.

Nightclubs: Nightclubs offer music, dancing, and entertainment primarily during nighttime hours. They often feature live DJs or bands, dance floors, and a vibrant atmosphere for guests looking to enjoy a night out.

Pubs and Public Houses: Pubs, short for public houses, are traditional British drinking establishments that serve alcoholic beverages, pub fare, and a casual setting for socializing. Pubs often have a cozy interior, a selection of beers on tap, and a menu of classic pub dishes.

Restaurants: Restaurants are dining establishments that offer a variety of cuisines and dining experiences, ranging from casual eateries to fine dining establishments. They provide a menu of food and beverage options for customers to enjoy in a sit-down setting.

Bars: Bars are venues that primarily serve alcoholic beverages and may offer a limited selection of food items. Bars vary in ambiance, from sports with multiple TVs to cocktail bars focusing on craft cocktails and mixology.

Each type of establishment offers a unique atmosphere and experience for customers seeking dining, socializing, or entertainment options. Whether one is looking for a place to enjoy a cup of coffee, dance the night away, grab a pint with friends, savor a meal, or unwind with a drink, there are diverse options to cater to different preferences and occasions.

(C) Travel and tourism – include Flight attendants, Travel agencies, Tour operators, & Leisure centers.

Flight Attendants: Flight attendants are trained airline crew members responsible for ensuring the safety and comfort of passengers during flights. They provide in-flight services such as serving meals and beverages, assisting with passenger needs, and following safety protocols.

Travel Agencies: Travel agencies organize and book travel arrangements for individuals or groups. They offer booking flights, hotels, car rentals, tours, and travel insurance to help customers plan their trips efficiently.

Tour Operators: Tour operators design and operate tour packages for travelers seeking guided experiences in various destinations. They organize tours, including accommodation, transportation, and activities, and often have knowledgeable guides to enhance the travel experience.

Leisure Centers: Leisure centers are recreational facilities that offer a range of activities and amenities for visitors to enjoy leisure time and relaxation. These centers may include swimming pools, fitness centers, sports facilities, spa services, restaurants, and entertainment options for individuals and families.

The travel and tourism industry encompasses a wide range of services and experiences to cater to travelers' diverse needs and preferences. Whether looking for assistance in planning the trip, seeking guided tours and experiences, or simply wanting to unwind and enjoy recreational activities, there are various options provided by professionals in the industry to enhance travel and leisure experiences.

13.7 Engage Local Social Organizations/Institutions/NGOs in Tourism Development

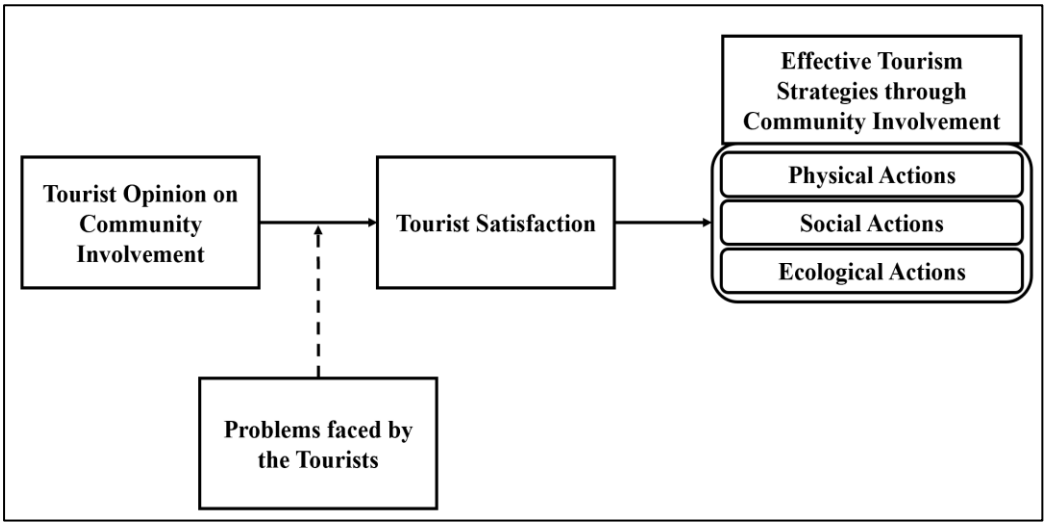
The local social organizations may not always remain mute to their systematic alienation from tourism development. They may sometimes react, especially about how the benefits of tourism development are distributed. The dominant groups may view such reactions as revolutionary ideological movements that may threaten the very existence of the tourism industry. This possibility of misunderstanding may inflict a sense of despondency and fear on the community leaders and the communities themselves. This results in frustration, which keeps the locals from expressing their opinions on matters relating to tourism development.

External agencies such as NGOs and civil societies can play a critical role because they are closer to and understand the people better. They are good institutional tools to empower host communities. They can effectively use various educational, organizational, financial, socio-cultural, psychological, and political means to move towards a more participatory tourism development approach. NGOs can also extend additional financial assistance, enabling the local people to have a greater stake and influence in developing tourism in their locality.

14. CONCEPTUAL MODEL OF THE STUDY

As a whole 4 groups were targeted to understand the community participation and involvement in tourism development. Out of 4, three conceptual models were formulated to test the perspective of Local households, Tourists, and Tour operators. These conceptual models are depicted in Figure 1, 2 and 3.

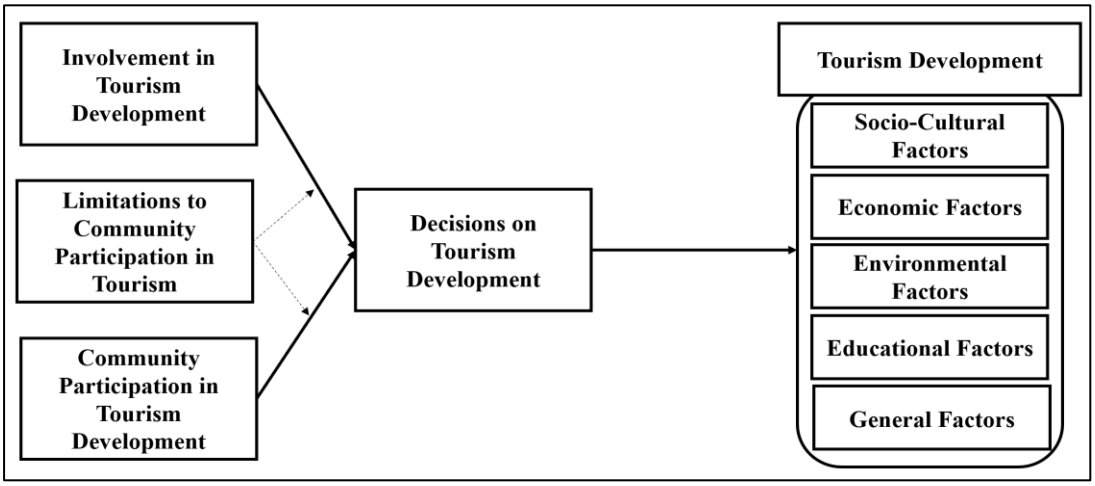
Figure 1: Conceptual Model for Tourists



Source Developed by the Researcher

From the reviews and theories, it is hypothesized that Tourist opinion on community involvement is vital in enhancing their satisfaction. This satisfaction provides a roadmap to formulate effective tourism strategies in the form of physical, social and ecological actions. However, problems faced by tourists hinders their view ultimately leading to tourist satisfaction.

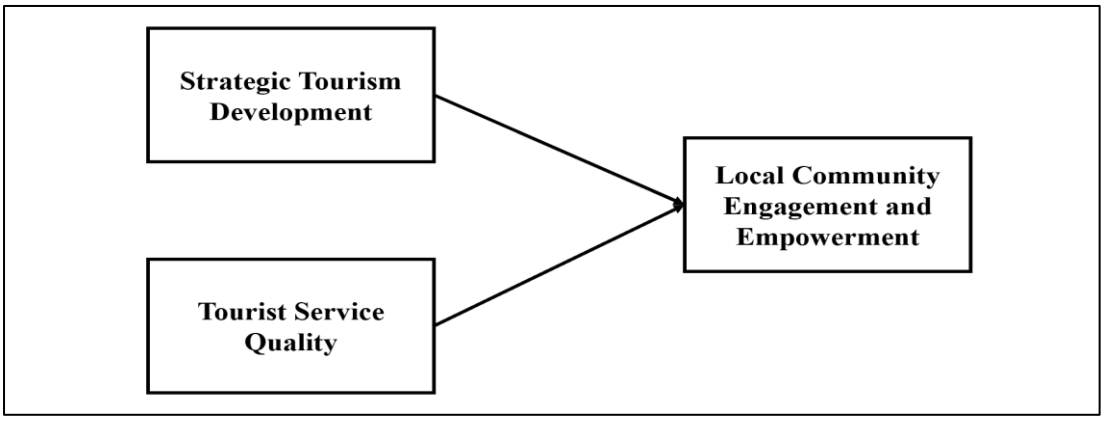
Figure 2: Conceptual Model for Local Residents



Source Developed by the Researcher

As far as local residents' perspective is concerned, their involvement and participation in tourism development activities plays a crucial role in their decision on tourism development. Limitations to community participation hinders their decision on tourism development.

Figure 3: Conceptual Model for Tour Operator



Source Developed by the Researcher

Conceptual model for tour operator examines the impact of various tourism development strategies and tourist service quality on local community empowerment and engagement.

15. FINDINGS OF THE STUDY

The study "Community Involvement and Participation in the Development of Tourism Industry in the Coastal Districts of Karnataka" sought to understand the perspectives and opinions of beach households, tourism authorities, tour operators and tourists regarding the role of local communities in coastal tourism development. Through surveys and data analysis, the research unveiled a spectrum of views and attitudes held by beach households, local tour and travel agencies, and tourists visiting Karnataka's coastal districts. These findings provide critical insights into how beach households, local tour and travel agencies, and tourists perceive and interact with the communities they encounter during their travels.

15.1 Key findings pertaining to Local Residents/Beach households:

- It was found that 239 respondents (58.3%) were male, and 171 respondents (41.7%) were female. Hence, the majority of the respondents were male.
- It was found that 126 respondents (30.7%) were Employed, and 65 respondents (15.9%) were Unemployed. 106 respondents (25.9%) were Self-employed, and 56 (13.7%) were Students. 57 respondents (13.9%) were Pensioners. Hence, the majority of the respondents were Employed.
- It was found that 66 respondents (16.1%) studied till Primary School and 81 respondents (19.8%) studied till Secondary School. 113 respondents (27.6%) studied till High School and 80 respondents (19.5%) were undergraduates. 52 respondents (12.7%) were postgraduates, and 18 (4.4%) had No Formal Education. Hence, the majority of the respondents studied till High School.
- It was found that 79 respondents (19.3%) were aged <20 years, and 87 respondents (21.2%) were between 21-30 years. 95 respondents (23.2%) were aged between 31-40 years, and 51 respondents (12.4%) were aged between 41–50 years.40 respondents (9.8%) were aged between 51-60 years, and 58 respondents (14.1%) were aged>60 years. Hence, most respondents were between 31-40 years old.
- It was found that 173 respondents (42.2%) lived there for less than 10 years, and 122 (29.8%) lived there for longer than 10 years. 115 respondents (28.0%) have been living there since birth. Hence, most respondents have lived there for less than 10 years.
- 234 respondents (57.1%) are working in the tourism industry. 176 respondents (45.9%) did not work in the Tourism Industry.
- It was found that 57 respondents (13.9%) were Tourist Guide and 67 (16.3%) were Travel Consultants. 77 respondents (18.8%) were Hotel Managers, and 63 (15.4%) were Event Specialists. 73 respondents (17.8%) were chefs, and 73 (178%) were hotel housekeepers. Hence, the majority of the respondents were Hotel Managers.
- 239 respondents (58.3%) had worked earlier in the tourism industry, and 171 respondents (41.7%) had not worked in the tourism industry earlier. 167 respondents (40.7%) stated that their family members were working in the tourism industry, and 243 respondents (59.3%) stated that their family members were not working in the tourism industry.

- It was found that 53 respondents (12.9%) were Tourist Guide and 66 respondents (16.1%) were Travel Consultants. 77 respondents (18.8%) were Hotel Manager and 63 (15.4%) were Event Specialist. 76 respondents (18.5%) were chefs, and 75 (18.3%) were hotel housekeepers. Hence, the majority of the respondents were Hotel Managers.
- It was found that 125 respondents (31.5%) earned <Rs.10000 per month, and 118 respondents (28.8%) earned Rs.10001 to Rs. 20000 per month. 116 respondents (28.3%) earned Rs.20001 to Rs.30000 monthly, and 51 respondents (12.4%) earned more than Rs.30000 monthly.

Opportunities in Tourism in the Coastal Region

347 respondents (84.6%) stated that there were sufficient opportunities to get employed in tourism in the coastal region, and 63 respondents (15.4%) stated that there were insufficient opportunities to get employed in the coastal region.

Areas with good employment opportunities in tourism in the coastal region

It was found that 75 respondents (18.3%) stated that being a Tourist Guide was a good employment opportunity, and 86 respondents (21.0%) stated that being a Travel Consultant was a good employment opportunity. 107 respondents (26.1%) stated that being a Hotel Manager was a good employment opportunity, and 68 respondents (16.6%) stated that being an Event Specialist was a good employment opportunity. 42 respondents (10.2%) stated that being a Chef was a good employment opportunity, and 32 respondents (7.8%) stated that being a Housekeeper in Hotels was a good employment opportunity. Hence, most respondents stated that being a Hotel Manager was a good employment opportunity.

Engagement in Tourism Development Activities

240 respondents (58.5%) stated that they engaged in tourism development activities directly, and 170 respondents (41.5%) did not engage in tourism development activities directly.

Engagement in decision-making activities

106 respondents (25.9%) engaged in decision-making activities for tourism development, and 304 respondents (74.1%) did not engage in decision-making activities for tourism development.

Role in decision-making activities

It was found that 21.7% of respondents emphasized the importance of ensuring the safety of tourists in decision-making activities related to tourism, followed by 18.3% who prioritized cleanliness and hygiene. Promotion and advertising, along with coastal activities, were equally important to 13.7% of the respondents. Ensuring the best experience for tourists was highlighted by 12.7%.

Engagement in tourism activities

327 respondents (79.6%) engaged in tourism activities for tourism development, and 83 respondents (20.4%) did not engage in tourism activities for tourism development.

Role in tourism activities

The data reveals that recreational activities are the most favored tourism option, with 62.93% of respondents selecting it, showing a strong preference for leisure and enjoyment during trips. Sightseeing comes next at 52.44%, emphasizing the importance of visiting new places and landmarks. Photography is also popular, with 51.22% of tourists interested in capturing memories. Cultural tourism follows closely at 50.00%, while eco-tourism, chosen by 45.12%, is the least preferred option, reflecting slightly less interest in nature-focused experiences.

The multiple response rate of 2.62 indicates that most respondents participate in more than one activity. This suggests that tourists seek varied experiences, often blending recreational, sightseeing, and cultural activities to enhance their travel. It highlights the fact that tourism involves a mix of activities catering to different interests

Participation in implementation activities

246 respondents (60.0%) stated that they participated in implementation activities for tourism development, and 164 respondents (40.0%) indicated that they did not participate in implementation activities for tourism development.

Role in implementation activities

As per the results it is witnessed that majority of the respondents that is 54.63% claimed Ensuring Tourists' Safety as their role in implementation activities, followed by, 53.65% of them said Recreational Activities (Fishing, Bird Watching, Surfing, Rafting) as their role in implementation activities, 50% of them play role in Photography, 48.29% of the respondents are Sightseer, 47.56% of the respondents are

creating an experience for tourists , 45.36% of them take care of Shopping related aspects and lastly, 35.61% of the respondents role is to ensure the Cleanliness and Hygiene. (MRR)

Participation in development monitoring and evaluation

246 respondents (60.0%) agreed to participate in monitoring and development assessment, and 164 respondents (40.0%) stated they did not participate in development monitoring and evaluation.

Role in development monitoring and evaluation

It was evident that, most of the respondents that is 45.85% of them played role in development monitoring and evaluation in Formulating a plan for coastal development, followed by, 40% of them in revising plans, 38.04% of them focus on effective Implementation, 32.19% of them play role in reviewing plans, 28.29% of them take Feedbacks from the customers, and only 27.80% of the respondents play role in Supervision in development monitoring and evaluation. (MRR)

Community participation is a problem faced in the coastal region

It was found that 72.68% of the respondents Promote Community Participation, 66.82% of the respondents Encourage Tourist friendliness, 57.07% Enrichment of tourist experience, 52.92% of them Develop Tourism Marketing Plan and only 52.19% of them work in improving Local Infrastructure. (MRR)

Solution provided by community participation to encounter a problem faced at the coastal region

72.68% of the respondents Promote Community Participation, 66.82% of the respondents Encourage Tourist friendliness, 57.07% Enrichment of tourist experience, 52.92% of them Develop Tourism Marketing Plan and only 52.19% of them work in improving Local Infrastructure. (MRR)

Channelling planning and effective decision-making

It was observed that majority that is 96.09% of the respondents claimed more employment opportunities can impact Planning and Decision-Making on Tourism and Community Development followed by, 93.90% of them said Development of

Tourism, 89.26% of the respondents claimed increase in the sense of community and only 84.87% of them said addressing problems may impact Planning and Decision-Making on Tourism and Community Development. (MRR)

Developed tourism in the coastal area

It was found that, 96.58% of the respondents claimed increasing employment opportunities is the advantage of Tourism Development in Coastal Areas followed by, 95.36% of them claimed promoting economic activity, 90% of the respondents said developed promotion and marketing and 89.02% of the respondents said maintaining sustainability of environmental functions is the advantage of Tourism Development in Coastal Areas. (MRR)

Involvement in Tourism Development

- 196 respondents (47.8%) agreed, 123 respondents (30 %) disagreed, and 91 respondents (22.2%) remained neutral on the statement that local people can be encouraged to invest in the tourism sector. 198 respondents (48.3%) agreed, 111 respondents (27.1%) disagreed, and 101 respondents (24.6%) remained neutral on the statement that local people can be encouraged to work in the tourism sector.
- 101 respondents (24.4%) agreed, 169 respondents (41.2%) disagreed, and 141 respondents (344%) remained neutral on the statement that local people can be encouraged to take part actively in the tourism decision-making process for their involvement.
- 107 respondents (26%) agreed, 165 respondents (40.3%) disagreed, and 138 respondents (33.7%) remained neutral on the statement that local people can be encouraged to share tourism benefits. 95 respondents (23.1%) agreed, 147 respondents (42.4%) disagreed, and 141 respondents (34.4%) remained neutral about the statement that Local people can be encouraged to respond to a tourism survey.
- 112 respondents (27.4%) agreed, 155 respondents (37.8%) disagreed, and 143 respondents (34.9%) remained neutral on the statement that local people can be encouraged to attend tourism-related seminars, conferences, and workshops. 220 respondents (53.7%) agreed, 86 respondents (21%) disagreed, and 104 respondents (25.4%) remained neutral on the statement that Local people can be encouraged to take part in cleaning and keeping the tourist places clean.

- 87 respondents (21.3%) agreed, 187 respondents (45.6%) disagreed, and 136 respondents (33.2%) remained neutral about the statement that Local people can be encouraged to take part in organizing festival programs.
- 135 respondents (32.9%) agreed, 135 respondents (32.9%) disagreed, and 140 respondents (34.1%) remained neutral on the statement that Local people can be encouraged to create and organize awareness programs. 148 respondents (36.1%) agreed, 129 respondents (31.5%) disagreed, and 133 respondents (32.4%) remained neutral on the statement that the Beach Development Authority caters to the needs of the local people.

Community Participation in Tourism Development

- 144 respondents (35.2%) agreed, 135 respondents (33%) disagreed, and 131 respondents (32%) remained neutral on the statement that Local people should participate in tourism development. 139 respondents (33.9%) agreed, 133 respondents (23.8%) disagreed, and 138 respondents (33.7%) remained neutral on the statement that Local people should take the leading role as entrepreneurs.
- 136 respondents (33.2%) agreed, 143 respondents (34.9%) disagreed, and 131 respondents (32%) remained neutral on the statement that Local people should take the leading role as workers at all levels. 143 respondents (33.2%) agreed, 127 respondents (31%) disagreed, and 140 respondents (34.1%) remained neutral on the statement that Local people should be consulted when tourism policies are being made.
- 160 respondents (39.1%) agreed, 123 respondents (30%) disagreed, and 127 respondents (31%) remained neutral on the statement that Local people should be consulted, but formal bodies should make the final decision on the tourism development.124 respondents (30.5%) agreed, 147 respondents (35.8%) disagreed, and 139 respondents (33.9%) remained neutral on the statement that Local people should be financially supported to invest in tourism development.

Decisions on Tourism Development

- 153 respondents (37.4%) agreed, 124 respondents (30.3%) disagreed, and 133 respondents (32.4%) remained neutral on the statement that the Ministry of Tourism should make decisions on tourism development. 111 respondents (27.1%) agreed, 178 respondents (43.3%) disagreed, and 121 respondents (29.5%)

remained neutral on the statement that Elected local Government should be involved in decisions on tourism development.

- 147 respondents (35.8%) agreed, 116 respondents (28.2%) disagreed, and 147 respondents (35.9%) remained neutral on the statement that Appointed and elected local government agencies should also be involved in making decisions on tourism development by consulting local people.
- 109 respondents (33.1%) agreed, 141 respondents (34.4%) disagreed, and 133 respondents (32.4%) remained neutral on the statement that a committee elected by the public (local people) for especially developing, managing, and controlling tourism should be involved in decision making on tourism development. 136 respondents (33.2%) agreed, 148 respondents (36.1%) disagreed, and 126 respondents (30.7%) remained neutral on the statement that Market forces also influence decisions on tourism development.

Impact of Tourism Development

- 140 respondents (34.1%) agreed, 142 respondents (34.6%) disagreed, and 128 respondents (31.2%) remained neutral on the statement that Tourism encourages a variety of cultural activities by the local population.
- 140 respondents (34.1%) agreed, 129 respondents (31.5%) disagreed, and 141 respondents (34.4%) remained neutral on the statement Meeting tourists promote cross-cultural exchange (greater mutual understanding and respect for one another's culture).
- 143 respondents (36.1%) agreed, 129 respondents (31.5%) disagreed, and 139 respondents (34.4%) remained neutral on the statement that financial assistance from the Government helps in organizing cultural activities.
- 143 respondents (34.9%) agreed, 133 respondents (32.5%) disagreed, and 123 respondents (30%) remained neutral on the statement that tourism development raises the quality of life and provides community pride.
- 158 respondents (54.7%) agreed, 111 respondents (27.1%) disagreed, and 141 respondents (34.4%) remained neutral on the statement that Tourism development promotes Age and gender equality.
- 227 respondents (55.8%) agreed, 84 respondents (20.2%) disagreed, and 99 respondents (24.2%) remained neutral on the statement that tourism provides many worthwhile employment opportunities for local people.

- 231 respondents (56.3%) agreed, 101 respondents (24.6%) disagreed, and 78 respondents (19%) remained neutral on the statement Tourism generates income for the household. 246 respondents (60.3%) agreed, 81 respondents (19.8%) disagreed, and 81 respondents (19.8%) remained neutral on the statement that the standard of living has increased after involving in the tourism industry.
- 243 respondents (57.9%) agreed, 85 respondents (21%) disagreed, and 80 respondents (19.4%) remained neutral on the statement that an increase in income helps host community development programmers.
- 238 respondents (57.9%) agreed, 92 respondents (22.2%) disagreed, and 82 respondents (19.8%) remained neutral on the statement that tourism development helps locals improve their livelihood.
- 263 respondents (64.3%) agreed, 73 respondents (18.2%) disagreed, and 72 respondents (17.5%) remained neutral on the statement that Tourism development aids foreign earnings through tourism activities.

General Impact of Tourism Development

- With respect to the quality of life of local people generally, 146 respondents (35.6%) opined that the quality improved, 140 respondents (34.1%) stated that the quality worsened, and 124 respondents (30.2%) remained neutral.
- With respect to employment opportunities for local people, 144 respondents (35.1%) opined that the quality improved, 121 respondents (29.5%) stated that the quality worsened, and 145 respondents (35.4%) remained neutral.
- With respect to household income of local people increases in general with tourism development, 144 respondents (35.1%) opined that the quality improved, 148 respondents (36.1%) stated that the quality worsened, and 118 respondents (28.8%) remained neutral.
- With respect to the quality of goods and services available in tourist places in general, 133 respondents (32.4%) opined that the quality improved, 143 respondents (34.9%) stated that the quality worsened, and 134 respondents (32.7%) remained neutral.
- With respect to income-generating projects for local people in general, with tourism development, 172 respondents (42%) opined that the quality improved, 94 respondents (22.9%) stated that the quality worsened, and 144 respondents (35.1%) remained neutral.

- With respect to entrepreneurial training provided to the local people (general entrepreneurial spirit and development among local people), 133 respondents (32.5%) opined that the quality improved, 159 respondents (38.8%) stated that the quality worsened and 118 respondents (28.8%) remained neutral.
- With respect to tourism development enhancing accessibility (transport and communication) in the area, 160 respondents (39%) opined that the quality improved, 106 respondents (25.9%) stated that the quality worsened, and 144 respondents (35.1%) remained neutral.

Limitations to Community Participation in Tourism

- 235 respondents (57.2%) agreed, 95 respondents (23.4%) disagreed, and 80 respondents (19.4%) remained neutral about the statement about Lack of information.
- 254 respondents (62.5%) agreed, 82 respondents (19.8%) disagreed, and 74 respondents (17.9%) remained neutral on the statement of lack of coordination.
- 216 respondents (52.4%) agreed, 113 respondents (27.8%) disagreed, and 81 respondents (19.8%) remained neutral on the statement that there is a Lack of trained human resources.
- 233 respondents (57.1%) agreed, 76 respondents (18.6%) disagreed, and 99 respondents (24.2%) remained neutral on the statement about Tourism development.
- 290 respondents (70.6%) agreed, 63 respondents (15.4%) disagreed, and 57 respondents (13.9%) remained neutral on the statement Lack of expertise of tourism developers.
- 229 respondents (56%) agreed, 78 respondents (19.1%) disagreed, and 102 respondents (25 %) remained neutral on the statement that Lack of financial resources from the government.
- 263 respondents (64.3%) agreed, 82 respondents (20.2%) disagreed, and 63 respondents (15.5%) remained neutral on the statement that Centralization of public administration of tourism.

Overall Opinion of Beach Households

1. **Positive Attitude Towards Tourism:** Most beach households expressed a positive attitude toward tourism development in their vicinity. They acknowledged the economic benefits and opportunities it brings to their communities, such as increased income from tourism-related activities. They perceive tourism as a potential driver of economic growth and employment opportunities for their communities. The influx of tourists is seen as a means to augment household income and elevate the standard of living. This optimism is rooted in the belief that a thriving tourism industry can bring prosperity to their coastal regions.
2. **Recognition of Cultural Significance:** Many beach households recognized the cultural significance of their region and were proud to share their cultural heritage with tourists. They strongly desired to preserve and showcase their traditional art forms, festivals, and culinary traditions. These cultural elements are not just sources of pride but also potential tourist attractions. Households genuinely desire to preserve, showcase, and share their cultural richness with visitors. This cultural preservation ethos aligns with the intention to promote responsible and sustainable tourism.
3. **Desire for Sustainable Practices:** A prevalent sentiment among beach households was the desire for sustainable tourism practices. They emphasized the importance of responsible waste management, eco-friendly infrastructure, and protecting the region's fragile coastal ecosystems. These households recognize that their coastal ecosystems are delicate and need protection. They advocate for responsible waste management, eco-friendly infrastructure development, and local biodiversity conservation. Their opinions strongly reflect their desire to maintain the natural beauty of their coastal areas. They see sustainability as a means to ensure that tourism benefits their communities without harming the environment.
4. **Involvement in Tourism-Related Activities:** A notable portion of beach households was actively engaged in tourism-related activities, including homestays, handicraft production, and guided tours. They saw these activities as opportunities for diversified livelihoods. This active participation allows households to diversify their livelihoods, reducing their dependence on traditional income sources. It boosts income and empowers local communities to take charge of their economic destinies through entrepreneurship.

5. **Concerns Over Infrastructure:** Despite the overall positive attitude toward tourism, some households expressed concerns about the rapid development of tourism infrastructure. They raised issues related to overcrowding, traffic congestion, and the need for better planning and regulation. The rapid influx of tourists and the development of amenities like hotels and resorts have changed the landscape of some coastal areas. Balancing the economic benefits of tourism with the need for responsible development is a nuanced challenge.
6. **Importance of Fair Revenue Sharing:** Many beach households emphasized the importance of fair revenue-sharing mechanisms. They advocated for transparent models that ensure that the economic benefits of tourism are equitably distributed among local communities. The perception is that, as key stakeholders, they should receive their fair share of the economic gains generated by tourism. This advocacy for fair revenue distribution underscores the desire for inclusive and community-centric tourism development.
7. **Interest in Cultural Promotion:** Many households expressed a keen interest in promoting their local culture and heritage to attract tourists. They were enthusiastic about showcasing traditional art forms, organizing cultural festivals, and offering authentic culinary experiences. These cultural elements are seen as unique selling points that can set their regions apart from other tourist destinations. By sharing their cultural heritage, households believe they can provide tourists a distinctive and enriching experience.
8. **Environmental Consciousness:** Beach households demonstrated a heightened environmental consciousness, expressing concerns about littering, pollution, and the impact of tourism on the local ecosystem. They called for stricter environmental regulations and awareness campaigns. They express concerns about littering, pollution, and the potential impact of tourism on their coastal ecosystems. These concerns reflect a strong attachment to the natural beauty of their regions. They call for stricter environmental regulations, efficient waste management, and proactive efforts to minimize the ecological footprint of tourism.
9. **Desire for Involvement in Decision-Making:** Many households strongly desire to be involved in tourism-related decision-making processes. They believed their insights and perspectives should be considered in policy formulation and planning.

This desire for participation signifies a yearning for a more inclusive and collaborative approach to coastal tourism governance.

10. **Mixed Opinions on Tourist Education:** There were mixed opinions on the need for tourist education programs. While some beach households believed in educating tourists about responsible behavior, others felt it was the responsibility of authorities and tour operators. There is recognition that informed tourists are more likely to engage in sustainable practices, but the extent of education's role is debated.
11. **Interest in Collaborative Marketing:** Several beach households expressed interest in collaborative marketing efforts with tourism authorities. They believed that showcasing their unique offerings with official promotions would attract a more diverse range of tourists. This collaboration is a means to attract diverse tourists, diversify the tourist base, and increase the economic impact on local communities.

The findings regarding the opinions of beach households in the coastal districts of Karnataka reveal a generally positive attitude toward tourism development. Beach households recognize the economic potential of tourism and are eager to preserve and showcase their cultural heritage. However, they also emphasize the importance of sustainable practices, fair revenue sharing, and community involvement in decision-making. Their concerns about infrastructure development and environmental conservation underscore the region's need for balanced and responsible tourism development.

15.2 Key Findings Pertaining to Tourists:

- It was found that 391 respondents (62.1%) were male, and 239 (37.9%) were female. Hence, the majority of the respondents were male.
- It was found that 88 respondents (14.0%) were <20 years and 131 respondents (20.8%) were 21-30 years. 197 respondents (31.3%) were 31-40 years old, and 139 (22.1%) were 41 – 50. 75 respondents (11.9%) were >50 years. Hence, the majority of the respondents were 31-40 years old.
- It was found that 394 respondents (62.5%) were Married, and 236 (37.5%) were Unmarried. Hence, the majority of the respondents were Married.

- It was found that 95 respondents (15.1%) were Employed, and 118 respondents (18.7%) were Unemployed. 199 respondents (31.6%) were Self-employed, and 166 (26.3%) were Student. 52 respondents (8.3%) were Retired. Hence, the majority of the respondents were Employed.
- It was found that 97 respondents (15.4%) had Primary School education and 86 respondents (13.7%) had Secondary School education. 129 respondents (20.5%) had completed only SSLC, and 163 (25.9%) were Undergraduates. 155 respondents (24.6%) were Postgraduates.
- It was found that 259 respondents (41.1%) visited the coastal area only for Tourism, and 198 (31.4%) visited for Work. 173 respondents (27.5%) visited both for Work and Tourism.
- 174 respondents (27.6%) were foreign nationals, and 456 (72.4%) were nationals. 356 respondents (56.5%) stated they were traveling alone,and 274 respondents (43.5%) were traveling in a group.
- It was found that 117 respondents (18.6%) were accompanied by their Spouse, and 137 respondents (21.7%) were accompanied by their family members. Friends accompanied 206 respondents (32.7%) and 170 respondents (27.0%) were accompanied by Work Colleagues.
- It was found that 146 respondents (23.2%) stayed only for 1 night, and 120 respondents (19.0%) stayed for 2 nights. 174 respondents (27.6%) stayed for 3 nights, and 190 respondents (30.2%) stayed longer for more than 3 nights. The extended stay was due to work and tourism, and often, work colleagues visited together.
- It was found that 183 respondents (29.0%) spent Rs.5000, and 114 respondents (18.1%) spent Rs.5001 – Rs.10000. 161 respondents (25.6%) spent Rs.10001 – Rs.15000, and 172 respondents (27.3%) spent Rs.150001 – Rs.20000.
- It was found that 91 respondents (14.4%) searched the Internet, and 172 respondents (27.3%) came to know through Friends and Family. 211 respondents (33.5%) took the help of Books and Tourist Guides, and 156 respondents (24.8%) already knew about it.
- 452 respondents (71.7%) stated that they had not visited this place earlier, and 178 respondents (28.3%) said they had visited this place earlier.

Attractions of the Place

53.96% of the respondents find the place attractive thanks to its Accommodation, 49.20% of the respondents because of Accessibility, 37.30% of them said Tourist Attractions, 18.25% of the respondents find place attractive because of Tourism Activities and only 13.65% of the respondents find it attractive because of Amenities. (MRR)

Behavior of Tour Operators

Majority (72.38%) of the respondents perceive services provided by the restaurant as Friendly, 60.95% of them said Solves query quickly, 42.06% of them claimed Polite and Kind, 39.36% of the respondents said good work ethics and only 14.125 of them perceive services provided by the restaurant as Approachable. (MRR)

Behaviour of Tourist Guides

It was found that 105 respondents (16.7%) agreed that the tourist guides were Friendly, and 120 respondents (19.0%) said that the tour guides were Outgoing and could make good decisions. 169 respondents (26.8%) agreed that the tour guides were Reliable, and 154 respondents (24.4%) said that the tour guides possessed good Communication skills. 82 respondents (13%) agreed that the tour guides were well-organized and Tactful.

Services Provided by the Restaurant

It was found that 108 respondents (17.1%) stated that the restaurants provided a Friendly atmosphere, and 123 respondents (19.5%) opined that the restaurants were easily Approachable. 175 respondents (27.8%) agreed that the restaurants could Solve queries quickly, and 153 respondents (24.3%) stated that the restaurants adopted good work ethics. 71 respondents (11.3%) agreed that the restaurant staff were Polite and Kind.

Qualities expected from the services provided by the restaurant, tourist guides, and tour operators

It was found that 88 respondents (14.0%) agreed that the restaurant staff, tourist guides, and tour operators were Honest, and 134 respondents (21.3%) agreed that there was Integrity among them. 196 respondents (31.1%) opined that Discipline was maintained, and 165 respondents (26.2%) said Respect and Fair Treatment were

observed. 47 respondents (7.5%) acknowledged that the three service providers were Responsible and Accountable.

Nationality

It was found that 456 respondents (72.4%) were Indians, and 174 (27.6%) were Foreigners.

Problems Faced by the Tourists

- 352 respondents (55.8%) agreed, 186 respondents (29.5%) disagreed, and 92 respondents (14.6%) remained neutral on the statement that *tourism services provided were not of good quality.*
- 293 respondents (46.5%) agreed, 282 respondents (44.8%) disagreed, and 55 respondents (8.7%) remained neutral on the statement that *sufficient information about tourism activities was not available.*
- 336 respondents (53.3%) agreed, 237 respondents (37.6%) disagreed, and 57 respondents (9%) remained neutral on the statement that *transportation and mobility services were not easily accessible.*
- 359 respondents (57%) agreed, 207 respondents (32.8%) disagreed, and 64 respondents (10.2%) remained neutral on the statement that *there was a lack of public spaces near the coastal areas.*
- 333 respondents (52.8%) agreed, 229 respondents (36.4%) disagreed, and 68 respondents (10.8%) remained neutral on the statement that *there were no discounts for tourists in the coastal areas.*
- 334 respondents (53%) agreed, 185 respondents (29.4%) disagreed, and 111 respondents (17.6%) remained neutral on the statement that *shops nearby did not have reasonable prices and tourists were forced to pay extra every time.*
- 338 respondents (53.7%) agreed, 237 respondents (37.7%) disagreed, and 55 respondents (8.7%) remained neutral on the statement that *coastal areas are clean and hygienically maintained.*
- 348 respondents (55.2%) agreed, 205 respondents (29.2%) disagreed, and 77 respondents (12.2%) remained neutral on the statement that areas near the coast are polluted and unclean.

Tourist Satisfaction

- 316 respondents (50.1%) agreed, 270 respondents (42.8%) disagreed, and 44 respondents (7%) remained neutral on the statement that *tourism services provided were optimal.*
- 350 respondents (55.5%) agreed, 194 respondents (30.8%) disagreed, and 86 respondents (13.7%) remained neutral on the statement that *sufficient information about tourism activities was not available.*
- 324 respondents (51.5%) agreed, 195 respondents (31%) disagreed, and 111 respondents (17.6%) remained neutral on the statement that*unique tourism services provided to the customers made the trip satisfactory.*
- 304 respondents (48.3%) agreed, 240 respondents (38.1%) disagreed, and 86 respondents (13.7%) remained neutral on the statement that *adequate discounts are provided to tourists in the coastal areas.*
- 303 respondents (48.1%) agreed, 205 respondents (32.5%) disagreed, and 122 respondents (19.4%) remained neutral on the statement that *tourists provided reasonable prices. Quality services will be willing to pay extra just for the services offered.*
- 334 respondents (49.4%) agreed, 211 respondents (33.5%) disagreed, and 85 respondents (13.5%) remained neutral on the statement that *coastal areas are clean and hygienically maintained.*
- 424 respondents (67.3%) agreed, 89 respondents (14.2%) disagreed, and 117 respondents (18.6%) remained neutral on the statement that there are various avenues available for local spending/shopping.
- 355 respondents (56.4%) agreed, 150 respondents (23.8 disagreed, and 125 respondents (19.8%) remained neutral on the statement that local people and authorities have an indolent attitude toward tourists.
- 319 respondents (50.6%) agreed, 193 respondents (30.6%) disagreed, and 118 respondents (18.7%) remained neutral on the statement that *coastal areas are safe for tourists.*

Tourist Opinion on Community Involvement in the Development of Tourism

- 275 respondents (43.7%) agreed, 222 respondents (35.3%) disagreed, and 133 respondents (21.1%) remained neutral on the statement that tourism offers jobs for the local Community.
- 333 respondents (52.9%) agreed, 212 respondents (33.7%) disagreed, and 85 respondents (23.4%) remained neutral on the statement that tourism generates income for the local Community.
- 346 respondents (54.9%) agreed, 230 respondents (36.5%) disagreed, and 54 respondents (8.6%) remained neutral on the statement tourism helps locals to improve their livelihood.
- 327 respondents (51.9%) agreed, 224 respondents (35.5%) disagreed, and 79 respondents (12.5%) remained neutral on the statement that tourism projects in the coastal areas have helped create local infrastructure.
- 354 respondents (56.2%) agreed, 163 respondents (25.6%) disagreed, and 113 respondents (17.9%) remained neutral on the statement that the Ministry of Tourism has encouraged the private sector to set up tourism plans and projects in coastal areas.
- 346 respondents (55%) agreed, 210 respondents (33.4%) disagreed, and 74 respondents (11.7%) remained neutral on the statement that tourism projects sponsored by the government are distributed relatively in coastal areas.
- 348 respondents (55.2%) agreed, 232 respondents (63.9%) disagreed, and 50 respondents 7.9%) remained neutral on the statement that coastal areas need more tourism projects.
- 319 respondents (50.6%) agreed, 244 respondents (38.7%) disagreed, and 67 respondents (10.6%) remained neutral on the statement that the local Community plays a vital role in setting up plans and projects in coastal areas.
- 382 respondents (60.6%) agreed, 179 respondents (28.4%) disagreed, and 69 respondents (11%) remained neutral on the statement that the local Community contributes to addressing tourism development challenges.
- 332 respondents (52.7%) agreed, 219 respondents (34.8%) disagreed, and 79 respondents (12.5%) remained neutral on the statement that local community representatives face challenges in providing input to the tourism decision-making process in coastal areas.

- 346 respondents (54.9%) agreed, 208 respondents (33.1%) disagreed, and 76 respondents (24.9%) remained neutral on the statement that the Ministry of Tourism sets up tourism plans and projects.
- 334 respondents (53%) agreed, 254 respondents (40.3%) disagreed, and 42 respondents (6.7%) remained neutral on the statement that the *local Community does not have active involvement in the tourism development in* coastal areas *in Karnataka.*

Implementation of Effective Tourism Strategies through Community Involvement in the Development of Tourism

- 307 respondents (48.7%) agreed, 255 respondents (40.5%) disagreed, and 68 respondents (10.8%) remained neutral on the statement that Stringent implementation and maintenance of tourism guidelines given by the Government should be done in coastal areas *in Karnataka*.
- 329 respondents (52.2%) agreed, 248 respondents (39.3%) disagreed, and 53 respondents (8.4%) remained neutral on the statement that Effective measures should be ensured regarding monitoring of concretization and built-up areas within the coastal premises.
- 358 respondents (56.8%) agreed, 214 respondents (34%) disagreed, and 58 respondents (9.2%) remained neutral on the statement that Provisions for periodic monitoring of coastal water quality and the local Community must ensure habitat condition.
- 332 respondents (52.7%) agreed, 222 respondents (35.2%) disagreed, and 76 respondents (12.1%) remained neutral on the statement that the tourism department must protect beach morphology with the least human intervention.
- 318 respondents (50.5%) agreed, 203 respondents (32.2%) disagreed, and 109 respondents (17.3%) remained neutral on the statement that local people can help in the maintenance of local fresh water bodies as steady sources of drinking water.
- 335 respondents (53.2%) agreed, 230 respondents (36.5%) disagreed, and 65 respondents (10.3%) remained neutral on the statement that the community can promote alternative tourist attractions and aquatic recreational modes to decongest the overcrowded coastal areas.

- 347 respondents (61.8%) agreed, 217 respondents (18.6%) disagreed, and 66 respondents (10.5%) remained neutral on the statement that coastal areas need more tourism projects.
- 329 respondents (52.2%) agreed, 228 respondents (36.2%) disagreed, and 48 respondents (7.6%) remained neutral on the statement that tourism should be concise with the prevailing value systems and cultural integrity of local communities.
- 307 respondents (48.7%) agreed, 212 respondents (33.7%) disagreed, and 111 respondents (17.6%) remained neutral on the statement that Awareness campaigns through posters, workshops, and objective-based tourist information centers to educate tourists about the coastal ecology should be initiated.

Overall Opinion of Tourists

1. Desire for Authentic Experiences: One of the central findings is that tourists have a strong desire for authentic experiences when visiting coastal regions. They value engaging with local communities, learning about their culture, and immersing themselves in the area's traditions. Many tourists prefer experiences that go beyond typical tourist attractions and offer a genuine connection with the local way of life.

2. Positive Perception of Local Culture: Tourists generally have a positive perception of the cultural heritage of coastal communities. They appreciate the rich tapestry of art forms, festivals, and culinary traditions. This positive perception often translates into a willingness to participate in cultural activities and support local artisans, contributing to the economic well-being of the communities they visit.

3. Support for Responsible Tourism: A significant finding is that tourists overwhelmingly support responsible tourism practices. They are conscious of their travel's environmental impact and desire to minimize their footprint. Tourists appreciate efforts made by local communities and authorities to protect the environment, including responsible waste management and sustainable infrastructure.

4. Interest in Community Engagement: Many tourists express an interest in engaging with local communities during their visits. They seek opportunities to interact with residents, learn about their way of life, and even participate in community-based activities. Curiosity drives the desire for such engagement to understand the local culture and contribute positively to the communities they visit.

5. Economic Contribution and Fair Trade: Tourists are aware of the economic significance of tourism for local communities.

15.3 Key Findings Pertaining to Tour Operators:

- It was found that 61 respondents (20.3%) were tour operators, and 72 respondents (24.0%) were tour guides. 82 respondents (27.3%) were restaurants and lodging, and 85 (28.3%) were online travel agents. Hence, the majority of the respondents were online travel agents.
- It was found that 222 respondents (74.0%) were engaged Full-time, and 78 respondents (26%) operated as Part-time tour agencies.
- It was found that 131 respondents (43.7%) were Natives (Residents of the area), and 169 respondents (56.3%) had Migrated from other places.
- 255 respondents (85%) agreed that the coastal region has employment opportunities, and 45 respondents (15%) stated that there were not many employment opportunities in the coastal region.
- It was found that 34 respondents (11.3%) earned <Rs.10000, and 68 respondents (22.7%) earned Rs.10001-Rs.20000. 83 respondents (27.7%) had an income of Rs.20001 to Rs .30000, and 77 respondents (25.7%) earned between Rs. 30001 and Rs.40000. 38 respondents (12.7%) had an income>Rs.40000. Hence, most of the respondents earned between Rs.20001 and Rs.30000.
- 182 respondents (60.7%) answered that they had active community participation, and 118 respondents (39.3%) did not have active community participation.
- 216 respondents (72%) stated that tourism development has occurred since community participation, and 84 respondents (28%) opined that not much tourism development has occurred since community participation.
- 262 respondents (87.3%) agreed that the restaurants have adequate facilities to provide for the needs of the tourists, and 38 respondents (12.7%) stated that the restaurants did not have adequate facilities to meet the needs of the tourists.
- 246 respondents (82%) agreed that restaurants ensure sustainable food tourism in the coastal areas. However, 54 respondents (18%) opined that restaurants did not ensure sustainable food tourism in the coastal areas.
- It was found that 87 respondents (29%) were engaged in Creating tour packages and 66 respondents (22%) were Preparing travel arrangements. 70 respondents (23.3%) were Budgeting tour operations, and 77 (25.7%) provided a safe and

enjoyable tour. Hence, most respondents created tour packages and provided a safe and enjoyable tour.

- It was found that 72 respondents (24%) were Providing information about the place to the tourists, and 94 respondents (31.3%) were Planning itineraries following the weather forecast. 42 respondents (14.0%) were Planning tours following the length of each tour and 65 respondents (21.7%) were Scheduling tours and visits. 27 respondents (9.0%) were Ensuring that itineraries were met.

Qualities Possessed by Tour Operators/Tourist Guides

It was found that 56 respondents (18.7%) had Strong Communication Skills, and 76 respondents (25.3%) had a keen sense of direction. 27 respondents (9.0%) were Outgoing and Social, and 62 (20.7%) possessed Improvisational Skills. 79 respondents (26.3%) had Knowledge of the tourist area.

Qualities Possessed by the Restaurants Operating in Coastal Areas

It was found that 72 respondents (24.0%) served food unique to the culture of the tourist area, and 83 respondents (27.7%) had clean and spacious accommodations. 46 respondents (15.3%) followed sustainable food practices, and 71 (23.7%) were included in interactive elements. 28 respondents (9.3%) were providing quality food. Hence, the majority of the respondents had a clean and spacious accommodation.

Role played by tour operators in the coastal area

81% of the respondents said that the role played by tour operators in the coastal area is to Prepare travel arrangements, 61.33% of them said Providing a safe and enjoyable tour, 51.33% of them said Creating tour packages and 50.66% of them said that the role played by tour operators in the coastal area is Budgeting tour operations. (MRR)

Role played by tourist guides in the coastal area

72% of the respondents said that the Role played by tourist guides in the coastal area is providing information about the place to the tourists, 62.33% of them said Planning itineraries in accordance to weather forecast, 41.33% of them said Ensuring that itineraries are met, 33.66% of the respondents said planning tours in accordance to the length of each tour and only 17.66% of the respondents said that the Role played by tourist guides in the coastal area is scheduling tours and visits. (MRR)

Qualities possessed by tour operators'/tourist guides

96.33% of the respondents said Tour Operators and Tourist Guides must have knowledge of the tourist area, 95.33% of the respondents said Strong Communication Skills, 78.66% of them said Outgoing and Social, 75.66% of the respondents said a keen sense of direction and 61.66% of the respondents said Tour Operators and Tourist Guides must have Improvisational Skills. (MRR)

Qualities possessed by the restaurants operating in coastal areas

Majority of the respondents that is 78.66% of them said restaurants operating in coastal areas should have quality of Serving food unique to the culture of the tourist area, 71.66% of them said have a clean and spacious accommodation, 71% of the respondents said they should include interactive elements, 70% of them said Providing quality food and only 68% of them said they should follow sustainable food practices. (MRR)

Role of Tourist Authorities in Tourism Development

- 210 respondents (70%) agreed, 34 respondents (11.4%) disagreed, and 56 respondents (18.7%) remained neutral on the statement that tourist authorities have adopted adequate marketing strategies for tourism in coastal areas.
- 180 respondents (60%) agreed, 62 respondents (20.7%) disagreed, and 58 respondents (19.3%) remained neutral on the statement there is sufficiently trained staff at the tourist places.
- 162 respondents (54%) agreed, 71 respondents (23.6%) disagreed, and 67 respondents (22.3%) remained neutral on the statement that international Tourism development initiatives have been taken in the coastal areas.
- 160 respondents (53.3%) agreed, 83 respondents (27.3%) disagreed, and 57 respondents (19%) remained neutral on the statement that the Promotion, development, and maintenance of Tourist centers are taken care of by the tourist authorities.
- 166 respondents (55.3%) agreed, 94 respondents (30.3%) disagreed, and 43 respondents (14.3%) remained neutral on the statement tourists are attracted to the coastal areas through online platforms.

- 145 respondents (48.3%) agreed, 85 respondents (28.4%) disagreed, and 70 respondents (23.3%) remained neutral on the statement that the community is adequately involved in the development of tourism in coastal areas.
- 164 respondents (54.7%) agreed, 68 respondents (22.7%) disagreed, and 68 respondents (22.7%) remained neutral on the statement that tourist authorities have made tourist information readily available.
- 117 respondents (39%) agreed, 78 respondents (26%) disagreed, and 105 respondents (35%) remained neutral on the statement that services provided by the tourism authorities are of good quality.
- 218 respondents (72.7%) agreed, 42 respondents (14%) disagreed, and 40 respondents (13.3%) remained neutral on the statement that if any problem during the visit of tourists arises, the process of solving the problem is made easy and quick.
- 153 respondents (51%) agreed, 87 respondents (29%) disagreed, and 60 respondents (20%) remained neutral on the statement that the quality of customer service is satisfactory among the tourists and the community.
- 179 respondents (59.6%) agreed, 71 respondents (23.6%) disagreed, and 50 respondents (16.7%) remained neutral about the statement that the tourism authorities lack knowledge regarding services being provided to the tourists.
- 171 respondents (57%) agreed, 64 respondents (21.3%) disagreed, and 65 respondents (21.7%) remained neutral on the statement that the behavior of the tourists was not good.
- 201 respondents (67%) agreed, 59 respondents (16.4%) disagreed, and 50 respondents (16.7%) remained neutral on the statement that the tourism policy and strategy are effectively implemented in the coastal areas of Karnataka.
- 190 respondents (63.4%) agreed, 62 respondents (20.7%) disagreed, and 48 respondents (16%) remained neutral on the statement that there are barriers that stop local communities (residents) from owning/operating tourism businesses.
- 178 respondents (59.6%) agreed, 52 respondents (17.4%) disagreed, and 70 respondents (23.3%) remained neutral on the statement that the tourism agencies expect some benefits from the tourism department.
- 177 respondents (59%) agreed, 66 respondents (22%) disagreed, and 57 respondents (19%) remained neutral on the statement that the level of involvement

of local people in the decision-making process regarding tourism development is high.

- 169 respondents (56.3%) agreed, 64 respondents (21.3%) disagreed, and 67 respondents (22.3%) remained neutral on the statement that the local people have contributed towards the development of tourism in the coastal areas of Karnataka.
- 146 respondents (48.6%) agreed, 77 respondents (25.7%) disagreed, and 77 respondents (25.7%) remained neutral on the statement that job roles are clearly defined in the tourism industry.
- It was found that 176 (58.7%) respondents were male, and 124 (41.3%) respondents were female. It was found that the majority of the respondents were male.
- 87 respondents (29.0%) were officers; 25 respondents (8.3%) were administrative heads; 75 respondents (25.0%) were executives; 62 respondents (20.7%) were departmental assistants and 51 respondents (17%) were clerks.
- 48 respondents (16.0%) had passed SSLC; 59 respondents (19.7%) had passed PUC; 80 respondents (26.7%) had a diploma; 71 respondents (23.7%) held a graduate degree, and 42 respondents (14.0%) held a post-graduate degree.
- 75 respondents (25.0%) had <3 Years; 78 respondents (26.0%) had 3-6 years; 59 respondents (19.7%) had 7-10 years; 88 respondents (29.3%) >10 years of work experience.
- 63 respondents (21.0%) were aged below 20 years; 50 respondents (16.7%) were aged between 21-30 years; 53 respondents (17.7%) were aged between 31-40 years; 27 respondents (9.0%) were aged between 41-50 years; 43 respondents (14.3%) were aged between 51-60 years; and 64 respondents (21.3%) were aged above 60 years.
- It was found that 36 respondents (12%) provided Accommodation, 46 respondents (15.3%) provided Transportation facilities, 61 respondents (20.3%) were Tour Operators, and 49 respondents (16.3%) provided Guided Tours. 57 respondents (19.0%) were tourism information services providers, and 51 (17.0%) provided Bookings and reservations for ticket facilities.
- It was found that 104 respondents (34.7%) responded by stating that their agency was<10 years old, and 111 respondents (37.0%) confirmed that their agency was between 11-20 years old. 63 respondents (21.0%) said their agency was between

21-30 years old, and 22 respondents (7.3%) said they had established their agency more than 30 years ago.

Role of Tourism Authorities in Relation to Tourism Development

- 147 respondents (49%) agreed, 111 respondents (37%) disagreed, and 42 respondents (14%) remained neutral on the statement that the tourism department effectively promotes the coastal areas of Karnataka as key tourist destinations.
- 225 respondents (78.4%) agreed, 52 respondents (17.4%) disagreed, and 13 respondents (4.3%) remained neutral on the statement there are adequate safety measures implemented by the tourism department for tourists in coastal areas.
- 210 respondents (70%) agreed, 82 respondents (27.3%) disagreed, and 8 respondents (2.7%) remained neutral on the statement that the tourism department provides sufficient funding for the development of tourist facilities in coastal regions.
- 159 respondents (53%) agreed, 72 respondents (24%) disagreed, and 69 respondents (23%) remained neutral on the statement that the tourism department actively supports environmental conservation efforts in coastal areas.
- 166 respondents (55.3%) agreed, 91 respondents (30.4%) disagreed, and 43 respondents (14.3%) remained neutral on the statement the local communities in coastal areas benefit from the tourism policies implemented by the department.
- 214 respondents (62.3%) agreed, 47 respondents (15.7%) disagreed, and 39 respondents (13%) remained neutral on the statement the tourism department regularly organizes cultural events in coastal areas to attract more tourists.
- 187 respondents (56.7%) agreed, 84 respondents (28%) disagreed, and 29 respondents (9.7%) remained neutral on the statement that tourism development in coastal areas of Karnataka has led to significant economic growth in the region.
- 171 respondents (59.1%) agreed, 84 respondents (28%) disagreed, and 45 respondents (15%) remained neutral on the statement that infrastructure (like roads, public toilets, etc.) in coastal tourist spots is well-maintained by the tourism department.
- 172 respondents (57.3%) agreed, 68 respondents (20.7%) disagreed, and 60 respondents (20%) remained neutral on the statement that the tourism department actively involves local businesses and stakeholders in the planning and development of coastal tourism.

- 166 respondents (55.3%) agreed, 96 respondents (32%) disagreed, and 38 respondents (12.7%) remained neutral on the statement that there are effective marketing campaigns by the tourism department to attract both domestic and international tourists to the coastal areas.
- 189 respondents (63%) agreed, 54 respondents (9.7%) disagreed, and 57 respondents (19%) remained neutral on the statement that the tourism department provides adequate training and resources for the hospitality sector in coastal regions.
- 168 respondents (56%) agreed, 80 respondents (20.3%) disagreed, and 52 respondents (17.3%) remained neutral on the statement that the tourism development in the coastal areas is sustainably managed to preserve natural resources and beauty.
- 169 respondents (56.4%) agreed, 61 respondents (20.3%) disagreed, and 70 respondents (23.3%) remained neutral on the statement that the dedicated tourism ministry, department, or unit within the government exists for the development of tourism.
- 170 respondents (59.7%) agreed, 72 respondents (24%) disagreed, and 58 respondents (19.3%) remained neutral on the statement that the tourism authorities engage actively with regional bodies on tourism development and management.
- 204 respondents (68%) agreed, 50 respondents (16.7%) disagreed, and 46 respondents (15.3%) remained neutral on the statement that the effective delivery mechanism with an inclusive structure and clear role that supports tourism in the coastal regions exists.

Overall Opinion of Local Tour and Travel Agencies

1. Recognition of Community Significance: The Tourism Department acknowledges the significant role that local communities play in developing coastal tourism. They recognize that coastal areas are not just tourist destinations but are also home to vibrant communities with rich cultural heritage, traditional knowledge, and a deep understanding of their local ecosystems. The department sees the potential in harnessing these local resources to enhance the tourism experience.

2. Emphasis on Sustainable Tourism: One of the core findings is the department's strong emphasis on sustainable tourism practices. They firmly believe that tourism in the coastal districts of Karnataka should prioritize environmental conservation,

responsible waste management, and the protection of fragile coastal ecosystems. This perspective aligns with the global shift towards sustainable tourism, where minimizing the ecological footprint is paramount.

3. Community Engagement as a Pillar of Development: The Tourism Department views community engagement as a pivotal pillar of tourism development in coastal areas. They believe that the active participation of local communities is essential for economic reasons andfor preserving cultural heritage and the environment. Community engagement is seen as a means to ensure that tourism benefits are shared equitably, reducing income disparities between communities and urban areas.

4. Promoting Cultural Heritage: The department acknowledges the cultural richness of coastal communities and places great importance on its preservation and promotion. They express a keen interest in showcasing traditional art forms, festivals, and culinary traditions as part of the tourism experience. This aligns with their vision of offering tourists an authentic and immersive encounter with the local culture.

5. Encouraging Community-Based Tourism Enterprises: An important finding is the department's support for community-based tourism enterprises. They view initiatives like homestays, handicraft cooperatives, and guided tours run by local communities as catalysts for diversified livelihoods. These enterprises generate income and empower residents to participate actively in tourism-related activities.

6. Balancing Economic Growth and Environmental Preservation: The Tourism Department acknowledges the challenge of balancing economic growth with environmental preservation in coastal tourism development. While they recognize the potential for economic benefits, they are also aware of the environmental vulnerabilities of coastal areas. This finding underscores their commitment to responsible tourism practices and sustainable development.

7. Capacity Building and Training: The department recognizes the need for capacity building and training programs for local communities to engage in tourism-related activities effectively. They consider these programs as investments in human capital, equipping community members with the skills and knowledge required to provide high-quality services to tourists.

8. Investment in Infrastructure: Infrastructure development in coastal areas is necessary to accommodate the growing tourism industry. However, the department

emphasizes the importance of eco-friendly and sustainable infrastructure development. They advocate for infrastructure that minimizes environmental impact while meeting the needs of tourists and communities.

9. Collaborative Marketing Efforts: The Tourism Department expresses interest in collaborative marketing efforts with local communities. They believe that showcasing the unique offerings of each coastal district, in partnership with community members, can attract a diverse range of tourists. Such collaboration is seen as a strategy to promote responsible and sustainable tourism.

10. Challenges in Regulation and Planning: A key finding is the recognition of challenges in regulating and planning tourism in coastal areas. The department acknowledges the need for effective regulations to manage issues such as overcrowding, traffic congestion, waste disposal, and responsible conduct of tourists. They are committed to addressing these challenges through comprehensive planning and policy implementation.

11. Role of Tourism Education: The department recognizes the role of tourism education in promoting responsible behavior among tourists. While they emphasize that it is primarily the responsibility of tourists and tour operators to follow sustainable practices, they also see value in educational initiatives that inform tourists about local customs, environmental conservation, and responsible tourism behavior.

12. Collaboration with Local Communities: A central theme in the findings is the department's commitment to collaboration with local communities. They see residents as active partners in the tourism industry, not just beneficiaries. This collaborative approach extends to decision-making, policy formulation, and the overall governance of coastal tourism.

In conclusion, the findings regarding the opinions of the Tourism Department on community involvement in coastal tourism development in the Karnataka coastal districts reflect a commitment to responsible and sustainable tourism. They acknowledge the importance of local communities in shaping tourism policies and practices, recognizing the significance of culture, environmental conservation, and economic development. Their emphasis on community engagement and collaborative efforts underscores the importance of a balanced approach that benefits communities and tourists while preserving the natural and cultural assets of the coastal regions.

These findings provide valuable insights for policymakers, stakeholders, and communities involved in coastal tourism development.

15.4 Key Findings on Hypothesis Testing:

Local Residents:

H1: Local households' involvement, participation, decision and contribution towards tourism development significantly vary according to their demographic attributes.

As far as gender is concerned Local households' involvement, participation, decision and contribution towards tourism development does not vary between male and female. Whereas, Local households' involvement, and decision on tourism development significantly vary according to their employment status. Moreover, Local households' involvement, participation, decision and contribution towards tourism development does not vary among varied level of education and age as the p value in all the cases found to be greater than 0.05. Local households' involvement, participation, decision and contribution towards tourism development does not vary according to their demographic attributes. As a result, H1 is rejected.

H2: Community participation and involvement significantly impacts their decision on tourism development.

Community Participation in Tourism Development significantly contributes to ($p<0.01^{**}$) their Decisions on Tourism Development. As per the standardized beta for Community Participation in Tourism Development ($\beta=.544$), it is witnessed that for every one-unit increase in the Community Participation in Tourism Development leads 54.4% hike in the Decisions on Tourism Development. This proves Community Participation in Tourism Development to be the major predictor of their Decisions on Tourism Development. Furthermore, the beta coefficient of Involvement in Tourism Development ($\beta=.237$) indicated that one unit of improvement in Involvement in Tourism Development leads to 23.7% increase in the Decisions on Tourism Development. Overall, Community participation and involvement significantly impacts their decision on tourism development, and hence H2 is accepted.

H3: Community decision on tourism development significantly contributes to tourism development.

Community Participation and Involvement in tourism development. Figure and table demonstrated Community participation and involvement significantly impacts their decision on tourism development. This Decisions on Tourism Development significantly determine development of tourism in the form of Socio-Cultural Factors (E=.605, P<0.01***), Economic Factors (E=.669, P<0.01***), Environmental Factors (E=.613, P<0.01***), and Educational Factors (E=.598, P<0.01***). This proves that Community decision on tourism development significantly contributes to tourism development. Therefor H3 is accepted.

H4: Local residents positively view their involvement and on the General Impact of Tourism Development.

H4.a: Local residents positively view the general impact of tourism development.

In particular, local residents strongly perceive that There are more income-generating projects for local people in general with tourism development (M= 3.80) and also better quality of goods and services are available in tourist places in general (M= 3.70).

However, local residents depicted comparatively low level of agreement for the statement "Household income of local people increases in general with tourism development" (M=3.45). As per majority of the indicators of general impact of tourism development, it is positive (3.593±1.143). Overall, their view on general impact of tourism development is statistically significant depicting the existence of significant positive view on general impact of tourism development on their lives (p<0.000). Therefore, H4.a is accepted.

H4.b: Local residents positively view their Involvement in Tourism Development.

In particular, local residents strongly perceive that Local people can be encouraged to take part in cleaning and keeping the tourist places clean (M= 3.91) and also Local people can be encouraged to invest in the tourism sector (M= 3.82).

However, local residents depicted comparatively low level of agreement for the statement "Local people can be encouraged to take part in organizing festivals/ programmes" (M=3.24). As per majority of the indicators of their Involvement in

Tourism Development, it is positive (3.682±1.149). Overall, their view on their Involvement in Tourism Development is statistically significant depicting the existence of significant positive view on their Involvement in Tourism Development ($p<0.000$). Therefore, H4.b is accepted. Overall, the local residents have a positive perception of their involvement and the overall impact of tourism development, confirming the acceptance of H4.

Tourists:

H5: Tourists' Satisfaction, Opinion on Community Involvement and effective tourism strategies significantly vary according to their employment status.

As per the results, Tourist Satisfaction (F= .698, P= .594), Tourist Opinion on Community Involvement (F= 2.192, P= .069), Physical Actions (F= 1.756, P= .136), Social Actions (F= 1.092, P= .360), and Ecological Actions (F= .399, P= .809) does not significantly vary with their employment status ($P>0.05$). Therefore, H7 is rejected.

H6: Tourists positively opinion on Community Involvement in the Development of Tourism.

In particular, Tourists strongly perceive that Tourism offers jobs for local Community (M= 4.19) and also Tourism helps locals to improve their livelihood (M= 4.19).

However, local residents depicted comparatively low level of agreement for the statement "The Ministry of Tourism has encouraged the private sector to set up tourism plans and projects in coastal areas" (M=3.24). As per majority of the indicators of Community Involvement in the Development of Tourism, their view is positive (3.981±1.146). Overall, their view on Community Involvement in the Development of Tourism is statistically significant depicting the existence of significant positive view on Community Involvement in the Development of Tourism ($p<0.000$). Therefore, H6 is accepted.

H7: Tourist opinions on community involvement significantly influence tourist satisfaction, which in turn contributes to the development of effective tourism strategies.

H7.a: Tourist opinions on community involvement significantly influence tourist satisfaction Tourist Opinion on Community Involvement significantly impacts their Satisfaction (E=.804, P<0.01***). Tourist Opinion on Community Involvement significantly determines Tourist Satisfaction leading to the acceptance of H7.a.

H7.b: Tourist Satisfaction significantly contributes to Effective Tourism Strategies.

Tourists' satisfaction significantly determines Effective Tourism Strategies through Community Involvement in the form of Physical Actions (E=.791, P<0.01***), Social Actions (E=.698, P<0.01***), and Ecological Actions (E=.217, P<0.01***). This proves that Tourist Satisfaction significantly contributes to Effective Tourism Strategies. Therefor H7.b. is accepted.

H8: Problems faced by the Tourists significantly hinders the impact of Tourist Opinion on Community Involvement on enhancing Effective Tourism Strategies.

Respondents with low levels of challenges believe that *Tourist Opinion on Community Involvement* (β=.784) and *Tourist Satisfaction* (β=.665) has highly impacted *Effective Tourism Strategies*, as opposed to those with moderate and high levels of challenges. This indicates that one unit of increase in the *Tourist Opinion on Community Involvement* and *Tourist Satisfaction* contributes to 78.4% and 66.5% improvement in *Effective Tourism Strategies*, when the level of challenges is low; but in case of a moderate level of challenges, one unit of increase in the *Tourist Opinion on Community Involvement* and *Tourist Satisfaction* contributes to 30.4% and 29.8% improvement in *Effective Tourism Strategies* respectively. Moreover, the contribution was low in case of high level of challenges. It can be concluded that the Problems faced by the Tourists significantly hinders the impact of Tourist Opinion on Community Involvement on enhancing Effective Tourism Strategies. H11 is therefore approved.

Tour Operators

H9: Tour operators' perception on tourist service quality, local community engagement and empowerment and strategic tourism development significantly vary according to their demographic attributes.

As far as Designation is concerned Tour operators' perception on tourist service quality, and strategic tourism development significantly vary among varied designation. Whereas, in case of work status is concerned, Tour operators' perception on tourist service quality, local community engagement and empowerment and strategic tourism development significantly vary according to their work status as the p value is below 0.05 in all the cases. As a result, H12 is accepted.

H10: Strategic tourism development and tourist service quality significantly influences Local Community Engagement and Empowerment.

Strategic tourism development (E=.373, P<0.01***) and tourist service quality (E=.513, P<0.01***) significantly influences Local Community Engagement and Empowerment. This proves that Strategic tourism development and tourist service quality significantly influences Local Community Engagement and Empowerment. Therefor H13 is accepted.

15.5 Integrated Analysis

Table 5: Integrated Analysis

Local Households	Tourists	Tour Operators	Tourism Authorities	Integration
i) Community participation and involvement significantly impacts their decision on tourism development. This Decisions on Tourism Development significantly determine development of tourism in the form of Socio-Cultural Factors (E=.605, P<0.01***), Economic Factors (E=.669, P<0.01***), Environmental Factors (E=.613, P<0.01***), and Educational Factors (E=.598, P<0.01***). This proves that Community decision on tourism development significantly contributes to tourism development. ii) In particular, local residents strongly perceive that There are more income-generating projects for local people in general with tourism development (M= 3.80) and also Better quality of goods and services are available in tourist places in general (M= 3.70). iii) However, local residents depicted comparatively low level of	i) Tourists strongly perceive that Tourism offers jobs for local Community (M= 4.19) and also Tourism helps locals to improve their livelihood (M= 4.19). However, local residents depicted comparatively low level of agreement for the statement "The Ministry of Tourism has encouraged the private sector to set up tourism plans and projects in coastal areas" (M=3.24). As per majority of the indicators of Community Involvement in the Development of Tourism, their view is positive (3.981±1.146). Overall, their view on Community Involvement in the Development of Tourism is statistically significant depicting the existence of significant positive view on Community Involvement in the Development of Tourism (p<0.000). ii) Tourist Opinion on Community Involvement significantly impacts	i) Strategic tourism development (E=.373, P<0.01***) and tourist service quality (E=.513, P<0.01***) significantly influences Local Community Engagement and Empowerment. This proves that Strategic tourism development and tourist service quality significantly influences Local Community Engagement and Empowerment.	i) Tourism authorities strongly perceive that There is adequate consideration of the financial and fiscal implications of a policy to support tourism (M=3.9000) and also The government gives priority to tourism investments (M= 3.8000). However, local residents depicted comparatively low level of agreement for the statement "There exists an elaborated tourism policy" (M=3.24). As per majority of the indicators of Tourism authority's role in Relation to tourism development, their view is positive	As per the results from 4 related perspectives i.e. Local households, Tourists, Tour operators and Tourism authorities, it is evident that Community Involvement and Participation plays a significant role in the Development of Tourism Industry.

agreement for the statement "Household income of local people increases in general with tourism development" (M=3.45). As per majority of the indicators of general impact of tourism development, it is positive (3.593±1.143). Overall, their view on general impact of tourism development is statistically significant depicting the existence of significant positive view on general impact of tourism development on their lives (p<0.000). iv) However, local residents depicted comparatively low level of agreement for the statement "Local people can be encouraged to take part in organizing festivals/ programmes" (M=3.24). As per majority of the indicators of their Involvement in Tourism Development, it is positive (3.682±1.149). Overall, their view on their Involvement in Tourism Development is statistically significant depicting the existence of significant positive view on their Involvement in Tourism Development (p<0.000).	their Satisfaction (E=.804, P<0.01***). Tourist Opinion on Community Involvement significantly determines Tourist Satisfaction leading to the acceptance of H9. This satisfaction significantly determines Effective Tourism Strategies through Community Involvement in the form of Physical Actions (E=.791, P<0.01***), Social Actions (E=.698, P<0.01***), and Ecological Actions (E=.217, P<0.01***). This proves that Tourist Satisfaction significantly contributes to Effective Tourism Strategies.		(3.981±1.146). Overall, their view on their role in Relation to tourism development is statistically significant depicting the existence of significant positive view on their role in Relation to tourism development (p<0.000).	

16. SUGGESTIONS

The following suggestions have been given based on the findings of the study –

Suggestions for Local Communities (Policy Holders)

- ✓ More chances for local communities to participate actively in tourism planning and decision-making are needed. Regular consultation meetings, workshops, and cooperative forums that hear community opinions and incorporate them into policy frameworks are some ways to do this.
- ✓ Enhancing local skills and entrepreneurship via community-focused capacity-building projects might make it possible for communities to actively engage in tourism-related activities.
- ✓ To incorporate local populations in tourist planning, strategy creation, and decision-making, workshops and training sessions can be held.
- ✓ In Karnataka's coastal regions, initiatives to record, conserve, and promote regional cultural heritage—including customs, festivals, and indigenous ways of life—can be encouraged.
- ✓ The creation of community-based tourism enterprises (CBTEs), which preserve economic benefits within the community while directly involving citizens in tourism-related activities, ought to be promoted.
- ✓ To draw in and keep tourists, it is important to offer genuine local cultural experiences, such as food customs and theatrical productions.
- ✓ To inform locals about the advantages of sustainable tourism and their part in its success, awareness programs must be started.
- ✓ It is important to create transparent revenue-sharing schemes that guarantee local people receive an equal share of the money generated by tourism.
- ✓ In Karnataka's coastal regions, community-based governance systems that provide locals a voice in tourism-related laws and policies can be formed.

Suggestions for Tourism Businesses (Tour Operators and Service Providers)

- ✓ Sustainable tourism growth requires cooperation between locals, tour companies, and tourist authorities. Encouraging partnerships can result in sustainable and culturally aware tourist projects that improve infrastructure and service delivery via collaborative efforts.

- ✓ It is recommended that the tourism government and local tour operators embrace eco-friendly laws, encourage responsible travel, and execute conservation projects to save the natural and cultural legacy of coastal areas. This will help to promote sustainable tourism practices.
- ✓ Ecotourism programs that focus environmental conservation, safeguarding biodiversity, or sustainable tourism practices ought to be supported.
- ✓ To oversee and control tourism-related activities, local committees made up of community leaders, tourist authorities, and environmental specialists must be established.
- ✓ Promoting and promoting the distinctive and genuine experiences that the coastal districts have to offer requires working in tandem with the local populations.
- ✓ It is necessary to create eco-tourism certification schemes that honor and encourage ethical tourist activities among neighbourhood companies.

Suggestions for Government, Tourism Authorities and Local Authorities (Government/IRDA/Local Authority)

- ✓ The study found that local communities have a significant influence on how the tourist industry develops. In order to actively incorporate local inhabitants in tourist planning and decision-making processes, local governments & tourism boards should establish more inclusive platforms. This will guarantee fair distribution of the advantages of tourism and improve the traveller experience in general.
- ✓ In order to accommodate the needs of the local people as well as the rise of tourists, more money should be invested in local infrastructure, such as better transit systems, amenities, and sanitation.
- ✓ To preserve the area's natural beauty, proper waste management policies should be developed and implemented in coastal tourist destinations.
- ✓ Initiating regulatory frameworks or planning procedures is necessary to address potential problems including excessive tourist, environmental deterioration, and unregulated tourism. It is important to establish and put into practice defined standards for sustainable behaviors in order to maintain equilibrium.

- ✓ It is possible to create funds in the coastal areas to aid in the restoration and preservation of cultural and historical treasures assets.
- ✓ It is necessary to regularly evaluate how tourism affects the environment and to take remedial action to reduce any unfavorable consequences.
- ✓ It is important to promote long-term collaboration between local governments, tour companies, communities, and other interested parties in order to guarantee that tourism development aligns with sustainable environmental practices and local interests.
- ✓ It is important to create transparent revenue-sharing schemes that guarantee local people receive an equal share of the money generated by tourism.
- ✓ In Karnataka's coastal regions, community-based tourist businesses like homestays and handicraft cooperatives can be formed to diversify sources of income.

17. DIRECTION FOR FUTURE RESEARCH

- Focusing on Karnataka's coastal areas gives the study depth and specificity, but it limits how the results can be used in other places with different cultural, economic, and environmental situations. As a result, there is a scope of conducting the same study in other broader geographical areas such as north India, or other regions of India as well as around the globe.
- The study's findings reflect the conditions and perspectives during research. Political, economic, and social dynamics changes can alter the landscape of community involvement in tourism development, making it important to consider the findings as a snapshot in time. Hence, future research is recommended by considering these changing dynamics.
- Future study should take a more comprehensive approach, examining tourist development not only from a community viewpoint, but also by including macroeconomic trends, policy changes, and global tourism dynamics. Incorporating secondary data analysis of tourist statistics, international tourism reports, and economic indicators with primary community-based research can result in a more comprehensive study.
- Researchers might do comparative case studies to examine how community engagement interacts with larger variables such as global tourism demand, regional policy shifts, and economic cycles in various situations.

- Integrating scenario-based modeling or system dynamics models might enable academics to simulate and comprehend how external pressures such as regulatory changes or global tourist trends may interact with community-driven tourism efforts.

18. CONCLUSION

This study discussed the community involvement and participation in tourism development in coastal districts of Karnataka. It examines three key concepts: community participation in the tourism development decision-making process, community participation in the sharing of tourism benefits, and the contribution of tourism development to their empowerment. Tourism is a dynamic and rapidly growing industry that plays a significant role in the economic development of many countries. In recent years, there has been a paradigm shift towards a more sustainable and community-oriented approach to tourism development. Community participation has emerged as a key concept in this new approach, emphasizing the involvement of local residents in decision-making processes and the benefits sharing of tourism activities. As per the results, it was discovered that Tourist opinion on community involvement is vital in enhancing their satisfaction. This satisfaction provides a roadmap to formulate effective tourism strategies in the form of physical, social and ecological actions. As far as local residents' perspective is concerned, their involvement and participation in tourism development activities plays a crucial role in their decision on tourism development. Limitations to community participation hinders their decision on tourism development. Conceptual model for tour operator examines the impact of various tourism development strategies and tourist service quality on local community empowerment and engagement. Overall, the findings emphasised that from 4 related perspectives i.e. Local households, Tourists, Tour operators and Tourism authorities, Community Involvement and Participation plays a significant role in the Development of Tourism Industry. Ultimately, community engagement in tourist development is critical for sustaining long-term and inclusive growth by empowering local stakeholders and ensuring that tourism gains are dispersed fairly. Involving community people in decision-making processes fosters a feeling of ownership, improves the cultural authenticity of the tourism experience, and builds local capacity. However, it is critical to remember that the success of community engagement is dependent on strong administration, clear communication, and stakeholder alignment with wider tourist goals. While community engagement can lead to more resilient and socially responsible tourism, long-term success requires

careful consideration of external issues such as economic conditions, regulatory changes, and global tourist trends.

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20. PUBLICATIONS

1. Published a research article on “Community Involvement in the Development of Tourism in Coastal Regions of Karnataka: An Analysis of Tourist Perspectives” in Alochana Jounal, ISSN 2231-6329, Volume 1, Issue 7 Page No. 785- 802. Article ID: AJ/2741

2. Published a research article on “The Role of Community Participation in the Tourism Development in Coastal Regions of Karnataka: An Analysis of Beach Households” in International Journal for Multidisciplinary Research, E-ISSN 2582-2160, impact factor 9.24, Volume 6, Issue 5 (September-October 2024) Paper ID 28245.

3. Published a research article on “Perceptions of Indian Youth towards Digital India Initiatives” in Gradiva Review Journal ISSN 0363-8057, Volume 9, Issue 1 Impact factor 6.1. Paper ID: GRJ/4704, DOI:10.37897/GRJ
4. Published a paper on “Effectiveness of the Financial Inclusion Programme: A Study of Syndicate Bank” in Global Journal for Research Analysis ISSN 2277-8160, peer reviewed refereed and indexed international journal. DOI: 10.15373/22778160 Impact factor 3.62.
5. Published a research article on “Perceptions of Indian Youth towards Digital India Initiatives” in International Management Research Review, ISSN 2231-2501 Volume V Issue II published by Vivekananda Institute of Information and Management Studies, Chennai

CONFIRMATION

I hereby declare that this synopsis entitled **"COMMUNITY INVOLVEMENT AND PARTICIPATION IN THE DEVELOPMENT OF TOURISM INDUSTRY- A STUDY IN THE COASTAL DISTRICTS OF KARNATAKA"** is carried out by me under the guidance of Dr. Abbokar Siddiq, Professor and Coordinator, Department of Post Graduate Studies in Commerce, University College Mangaluru-575001

Research Scholar

(NAGARAJA)

Date:

It is certified that this synopsis entitled **"COMMUNITY INVOLVEMENT AND PARTICIPATION IN THE DEVELOPMENT OF TOURISM INDUSTRY- A STUDY IN THE COASTAL DISTRICTS OF KARNATAKA"** is a bonafide record of work done by Mr. NAGARAJA. under my guidance and supervision.

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